

# CHAT GPT ADVANCED

## 1 SECRET TOOL TO CREATE BETTER CONTENT FASTER

Ruben



**YOU TRIED WRITING A POST  
ON CHAT GPT BEFORE.**

**AND YOU FAILED.**

**IT WENT SOMETHING LIKE  
THIS:**



Write a LinkedIn post on copywriting.



"Attention all marketeers and business owners! Are you looking to improve your brand's online presence and drive engagement with your target audience? Look no further, as copywriting might just be the solution you're searching for."

Copywriting is the art of creating written content that effectively sells a product or service, and it's an essential aspect of a successful marketing strategy. A well-crafted copy can evoke emotions, highlight the unique features of your brand, and ultimately lead to conversions.

Whether you're crafting a tagline, email subject line, or website content, it's crucial to understand your audience and what motivates them to take action. With the right words and approach, you can create compelling and persuasive copy that will grab their attention and leave a lasting impression.

If you're interested in learning more about copywriting and how it can benefit your brand, feel free to connect with me. Let's elevate your online presence and drive results together!"

# LET'S BE REAL

- ✓ It's fast.
- ✓ It's effortless.
- ✓ It's completely free.

But more importantly:

- ✗ It's lame.
- ✗ It's generic.
- ✗ It' won't get you far.

# FEED THE BEAST

You need to feed  
ChatGPT **good** content  
and **good** prompts.

***prompt :***  
*what you ask ChatGPT to do.*

**Steal this tool to  
find good content:**

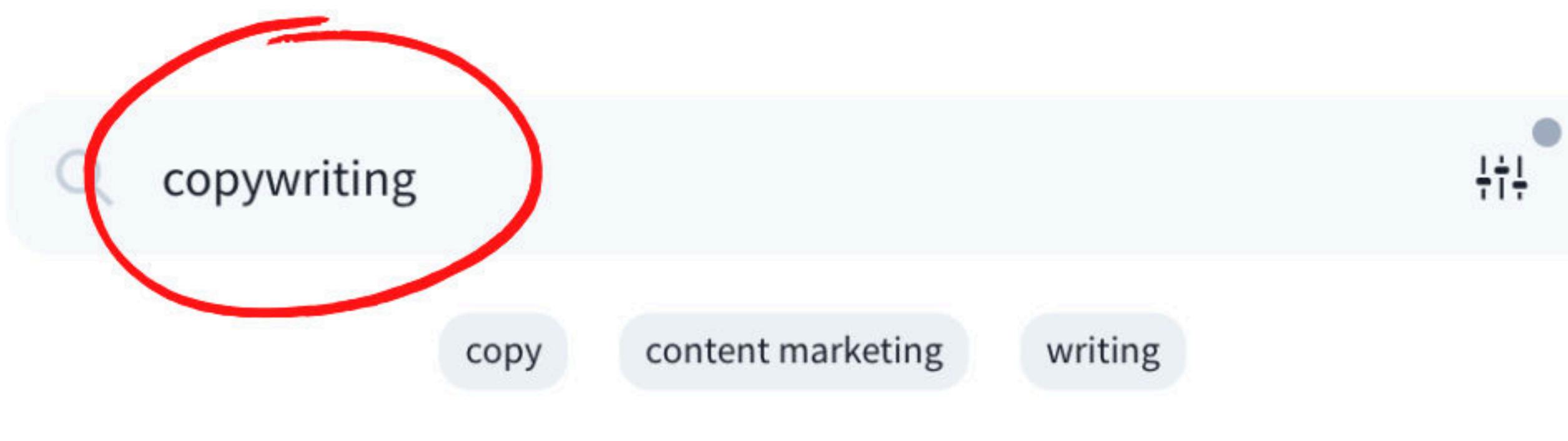
---

**FIND A VIRAL  
POST ON  
TAPLIO FROM  
YOUR NICHE.**

---

# Search for any topic and find viral posts to get inspired

We use AI to analyse posts and match them with your search



MIN 300 LIKES X

MIN 200 DAYS OLD X

MAX 2000 DAYS OLD X



2021/05/04



If you're in your 20s, I can't stress this enough:

1. Stay out of debt.
2. Learn copywriting.
3. Start a side hustle.
4. Build social media accounts.
5. Study habits of successful people.



2022/04/03

Copywriting Tip:

- >> Go to your competitor's product pages
- >> Search for 3 star reviews & below
- >> Read the comments from unsatisfied customers
- >> Turn those comments into selling points

---

**COPY MY  
ADVANCED  
FILTERS.**

---

## Advanced Filters

copywriting

copy 

Minimum likes

at least 300

 copy

Published

at least 200 days ago

MIN 300 LIKES 

 copy

Published

at most 2000 days ago

2021/05/04

No Hashtag

No Ticker

No Crypto

Include Tweets

Include LinkedIn posts

Reset

Apply

're in your 20s, I can't stress enough:

y out of debt.

urn copywriting

rt a side hustle.

ld social media accounts

dy habits of successful pe

be unstoppable

---

**LET'S SELECT  
THIS POST FOR  
EXAMPLE.**

more

1k

Edit & post

1k

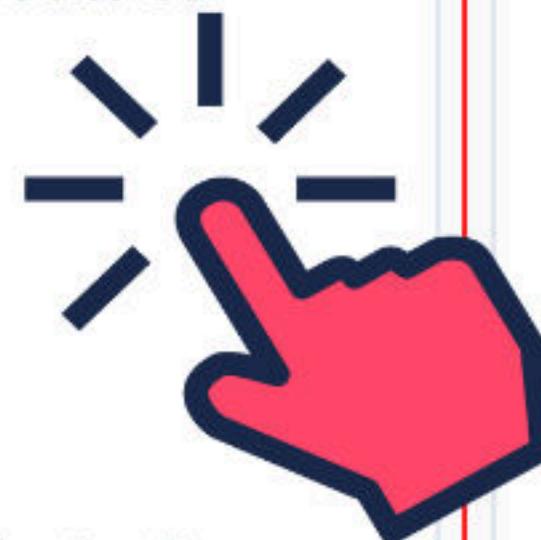


2022/04/03



### Copywriting Tip:

Change your Call-to-actions to a Call-to-values.



#### Examples:

"Get started" → "Create your website"

"Find a job for you" → "Get hired today"

"Start free trial" → "Try it at no cost"

Don't tell them what they have to do.

Tell them what they're getting.

1k

less

Edit & post

1k



Your #copywriting complete until y

In no particular c

1) The Boron Let

A collection of le

and life by Gary



2021/08/29



[Copywriting Lesson #745]

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# **NOW YOU JUMP ON THE NOT-SO- FAMOUS CHATGPT**

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# Act like a social media manager expert.



 *It helps ChatGPT know whom to be.*

# Rewrite the following post which will be between quotation marks.



 *Copy / paste your post*



Repost

**STOP.**

**GET A RESULT FIRST, AND ADD  
MORE PROMPTS AFTER IT.**

**OTHERWISE, IT'S TOO MUCH  
COMMANDS FROM ONE  
PROMPT.**

**I FIND IT BETTER TO GO  
CHUNK BY CHUNK.**

Act like a social media manager expert. Rewrite the following post which will be between quotation marks.

"Copywriting Tip:

Change your Call-to-actions to a Call-to-values.

Examples:

"Get started" → "Create your website"

"Find a job for you" → "Get hired today"

"Start free trial" → "Try it at no cost"

Don't tell them what they have to do.

Tell them what they're getting."



---

**HERE'S WHAT  
CHAT GPT  
ANSWERS....**

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"Transform Your Calls to Action with a Call to Values

Are you ready to up your copywriting game?

Turn boring calls to action into calls to values!

Examples:

"Get started" becomes "Build Your Online Presence"

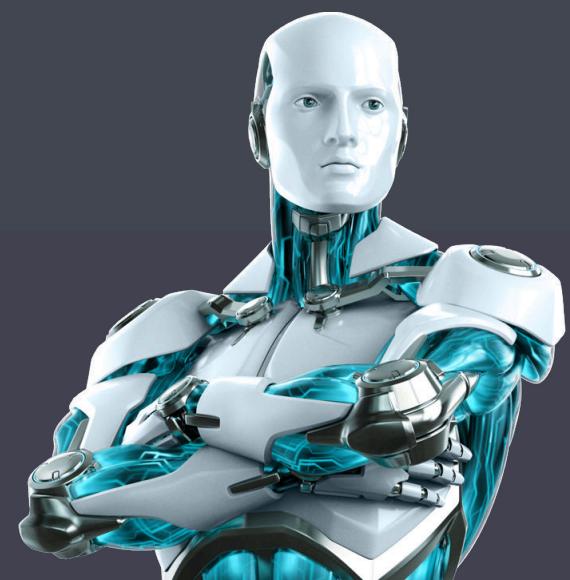
"Find a job for you" transforms into "Secure Your Dream Career"

"Start free trial" becomes "Experience the Benefits Risk-Free"

Don't simply instruct your audience.

Emphasize the end result they will receive.

Make every call to action a call to values and watch your conversions soar."



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**REFINE THE  
RESULT WITH  
THESE NEXT  
PROMPTS**

---

You must change the example with an uncommon one to surprise people.



💡 *You want fast ideation from ChatGPT*

Be bold. Be straightforward. Use small sentences.

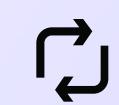


💡 *Because that's a good copy*

Prioritize uncommon ideas. Don't add any question marks.



💡 *Uncommon = better. We don't want questions as GPT often ask too many.*



Repost

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**HERE'S WHAT  
CHAT GPT  
ANSWERS....**

---



## "Revamp Your Calls to Action with a Call to Benefits

Ready for some copywriting magic?

Say goodbye to dull calls to action and hello to calls to benefits!

Examples:

"Get started" becomes "Unleash Your Creativity"

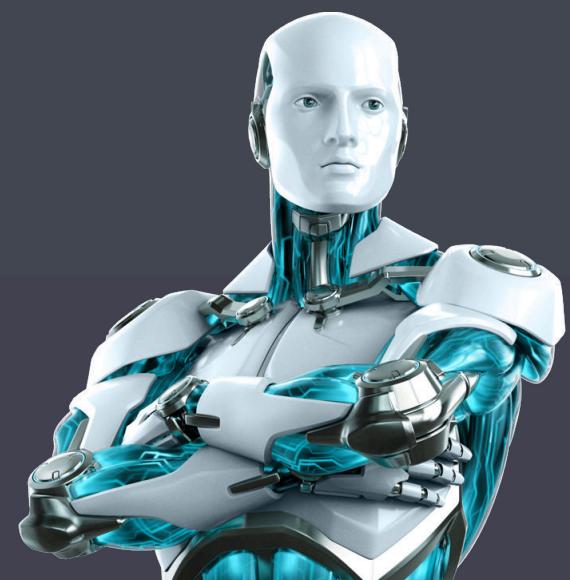
"Find a job for you" transforms into "Get Paid for Your Passion"

"Start free trial" becomes "Transform Your Life for Free"

No more vague instructions.

Highlight the outcomes your audience will receive.

Make every call to action a call to benefits and watch your results soar."



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# **YOU KNOW WHAT?**

# **LET'S MAKE A TWITTER THREAD OUT OF IT.**





Act like a copywriter. Turn this rewritten post into a Twitter thread.



1/6: "Copywriting Pro Tip: Upgrade your Calls to Action with a Call to Benefits. Say goodbye to boring directives and hello to desirable outcomes.

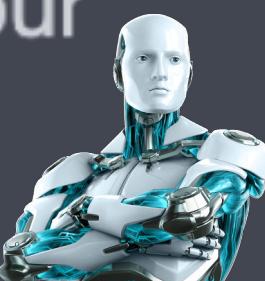
2/6: Example: "Get started" becomes "Unleash Your Creativity." Don't tell them what they have to do, tell them what they're getting.

3/6: "Find a job for you" transforms into "Get Paid for Your Passion." Highlight the benefits your audience will receive with your offer.

4/6: "Start free trial" becomes "Transform Your Life for Free." Make every call to action a call to benefits and watch your results skyrocket.

5/6: No more generic instructions, spice up your copy with calls to benefits that make your audience want to take action.

6/6: Add value to your calls to action, not just demands. Your audience will thank you! #CopywritingTips #Marketing



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**LET'S GO EVEN  
DEEPER  
THAN THIS.**

---



Try again with these queries:

- Without hashtags.
- Bold, catchy, small sentences.
- Add a small example between each tweet.



1/4 "Step up your CTA game! Ditch the boring "Get started" for something that packs a punch."

Example: "Get started" → "Launch your success now"

2/4 "Focus on the VALUE not the action. Make it all about what they gain, not what they do."

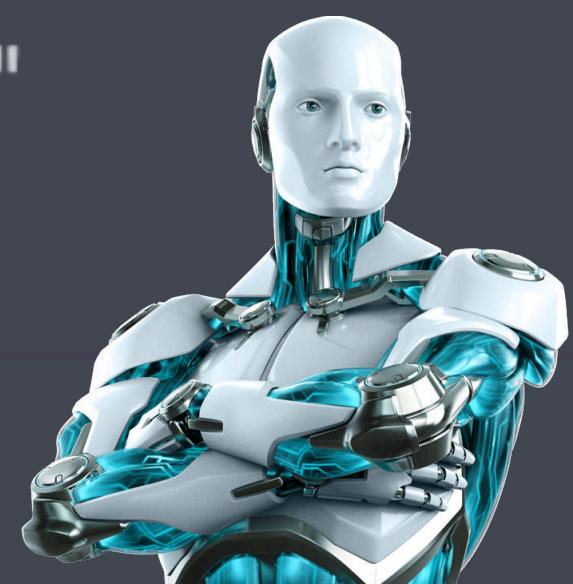
Example: "Find a job" → "Land your dream job"

3/4 "Get creative with your words. Make your CTA short, sweet, and memorable."

Example: "Start free trial" → "Experience it risk-free"

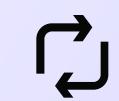
4/4 "Your CTA is the hook that brings your audience in. Make it count!"

Example: "Shop now" → "Elevate your style today"



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**I WANT TO ADD  
PRINCIPLES FROM  
A BOOK:**



Repost



Add principles from the book "Made to Stick" to make the twitter thread longer.



1/5 "Copywriting is more than just words. It's about making a lasting impact."

Example: Instead of "Get started" say "Transform your future."

2/5 Make it simple, unexpected and concrete.

Example: Instead of "Find a job for you" say "Land your dream job."

3/5 Use emotional appeals.

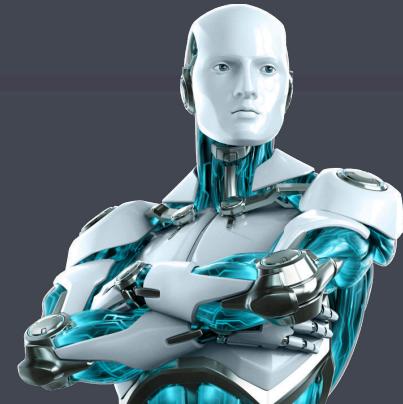
Example: Instead of "Start free trial" say "Experience the thrill of success for free."

4/5 Use stories to make it memorable.

Example: Instead of "Create your website" say "Build a website that tells your story."

5/5 Be credible and use active language.

Example: Instead of "Get hired today" say "Make your next career move today."



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**I NEED MORE  
EXAMPLES NOW:**

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Make a list of examples using this thread for different niches.

Only share the bad sentence and the good sentence. No explanation.



< 4 / 4 >



1.

**Bad sentence:** "Book now"

**Good sentence:** "Live a story today"

2.

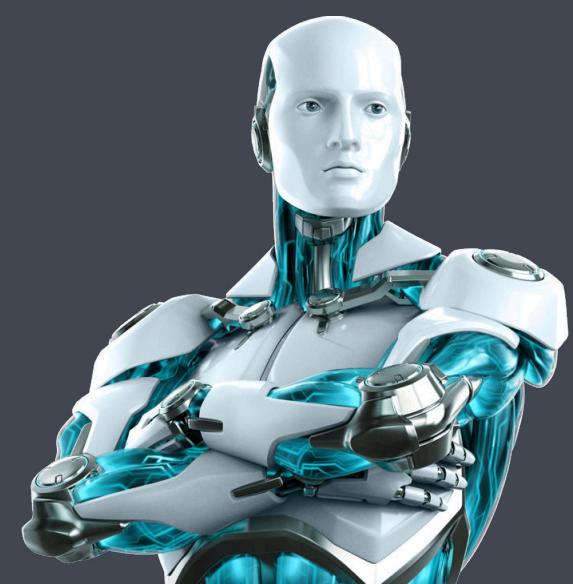
**Bad sentence:** "Get a quote"

**Good sentence:** "Unlock your savings"

3.

**Bad sentence:** "Sign up for a gym membership"

**Good sentence:** "Transform your body, mind and soul"



4.

**Bad sentence:** "Buy tickets"

**Good sentence:** "Experience the magic"

5.

**Bad sentence:** "Start a free trial"

**Good sentence:** "Unleash your potential"

6.

**Bad sentence:** "Join our course"

**Good sentence:** "Master your skills"

7.

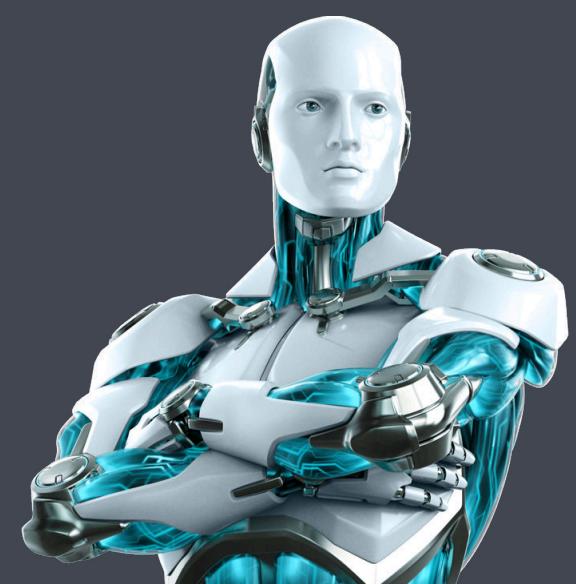
**Bad sentence:** "Download our app"

**Good sentence:** "Elevate your life"

8.

**Bad sentence:** "Order now"

**Good sentence:** "Transform your cuisine"



9.

**Bad sentence: "Get a loan"**

**Good sentence: "Empower your financial future"**

10.

**Bad sentence: "Subscribe to our service"**

**Good sentence: "Streamline your daily routine"**



**Share new ones**



**1. Bad: "Sign up now"**

**Good: "Join the revolution"**

**2. Bad: "Buy now"**

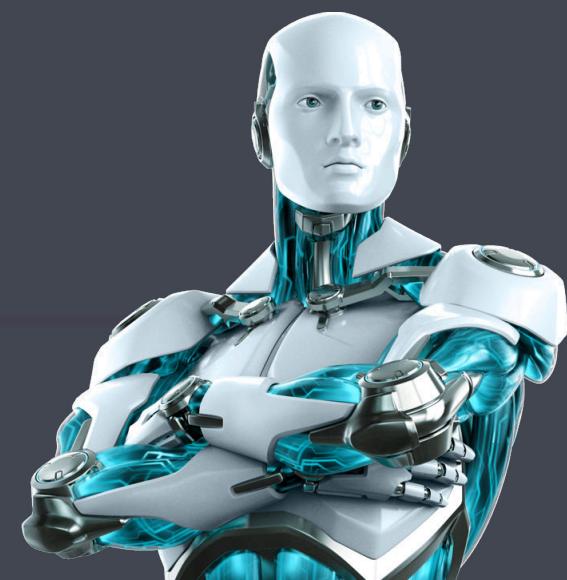
**Good: "Invest in your future"**

**3. Bad: "Start a free trial"**

**Good: "Unlock unlimited possibilities"**

**4. Bad: "Get your tickets"**

**Good: "Experience the event of the year"**



5. Bad: "Find a solution"

Good: "Transform your life"

6. Bad: "Join the team"

Good: "Be part of something big"

7. Bad: "Take the quiz"

Good: "Discover your potential"

8. Bad: "Download the app"

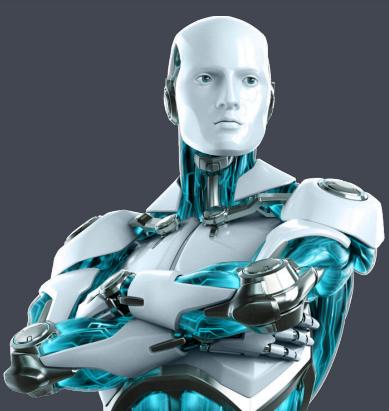
Good: "Empower your life"

9. Bad: "Apply now"

Good: "Launch your career"

10. Bad: "Subscribe today"

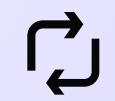
Good: "Gain access to exclusive content"



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**YOU WANT MORE.  
I WANT MORE.**

**LET'S WRITE A  
PERSONAL STORY:**



Repost



Act like a copywriter. Share a personal story on the Twitter thread you shared.



< 2 / 2 >

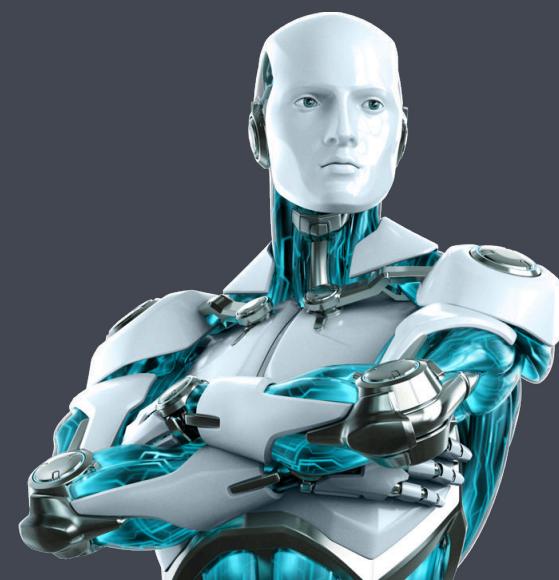
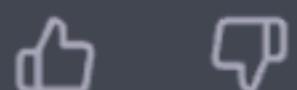


I remember when I first started as a copywriter, I was assigned a project for a client selling skincare products. The original call-to-action was simply "Buy now." But I knew that just asking people to buy wasn't enough.

So I did some research on the client's target audience and discovered that they were looking for a way to boost their confidence. I suggested we change the call-to-action to "Unleash your confident glow." The response was amazing. Sales skyrocketed, and the client was thrilled with the results.

From that day on, I realized the power of appealing to a person's values and desires. It's not just about selling a product, it's about solving a problem and making someone's life better.

#copywriting #storytelling #persuasion



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# A FEW MORE EXAMPLES OF VIRAL POSTS FROM TAPLIO + CHAT GPT

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Repost

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# REAL ESTATE

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2021/11/17



## Day 32: How to Invest in Real Estate?

If you are thinking of buying a house or investing in real estate, wait a minute. Read this.

What if you could invest in Real Estate as you invest in a mutual fund?

Real Estate Investment Trust(REIT) is like a mutual fund but for real estate. REIT can buy, sell, own many commercial real estate properties.

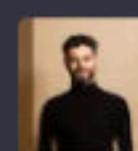
Why is REIT attractive?

- 1) You can invest as low as 1 unit. ( Currently, all REITs are below Rs 400 in India. )
- 2) If you buy a home in India, the rental income would be 2-3% of the property value.

However, if you purchase commercial property, rent would be 6-8%. That is another story for another day.



Act like a copywriting expert. Rewrite this post: "Day 32: How to Invest in Real Estate?"



Make an article about it. Bold, catchy, small sentences. Use different examples. Uncommon ideas prioritized. Share also a personal story.



## "Investing in Real Estate: The Smart Way"

Are you tired of low returns from traditional investments? It's time to explore a new frontier in wealth creation – Real Estate Investment Trusts (REITs).

Think of REITs as mutual funds for real estate. With REITs, you can own a piece of commercial properties without breaking the bank. You can start with as little as one unit and reap the benefits of high rental yields.

Say goodbye to the 2-3% rental income of residential properties. Commercial properties offer rental yields of 6-8%. That's more than double the returns! And the best part? You don't have to shell out 100Cr to own a piece of these valuable properties. Invest in a REIT, and you own shares in the trust.

"But won't REITs be volatile like equities?" you ask. Yes, REIT shares are subject to market fluctuations. But, as with any long-term investment, the key is to have a horizon of 5-10 years.

Consider this: a friend of mine invested in a REIT 10 years ago. Today, he's reaping the rewards of regular passive income and has seen his investment grow significantly. He's now diversifying his portfolio with more REIT investments.



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# PERSONAL FINANCE

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2021/08/19



Active income is proportional to your efforts.

Passive income is not directly proportional to your efforts.

Although some have an opinion that passive income requires no effort, I'd say it requires at least some initial effort.

#personalfinance #investment

*more*

1k

Edit & post

:



Act like a copywritier. Rewrite this : "Active income is proportional to your efforts.



Passive income is not directly proportional to your efforts.



Although some have an opinion that passive income requires no effort, I'd say it requires at least some initial effort."



Act like a Twitter expert. Share a Twitter thread on passive income vs. active income. Pros and cons. Tactics. Strategies. Ressources.



< 2 / 2 >



Make it a Twitter thread. Catchy. Viral. Small sentences. Bold. Controversial. Prioritize uncommon ideas.

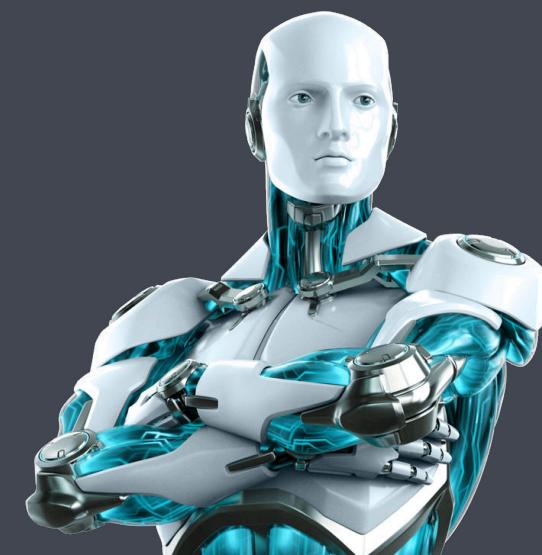


#PassiveIncome vs. ActiveIncome:

The ultimate showdown! Which is better for building wealth?

Active Income:

- Pro: Consistent cash flow
- Open limited earning potential



- Pro: Consistent cash flow
- Con: Limited earning potential

## Passive Income:

- Pro: Unlimited earning potential
- Con: Takes time to set up

Want to break free from the 9-5 grind?

Go passive! Here's how:

1. Invest in dividend-paying stocks
2. Monetize your hobbies
3. Rent out unused space on Airbnb
4. Invest in a peer-to-peer lending platform
5. Create a passive income stream through e-commerce

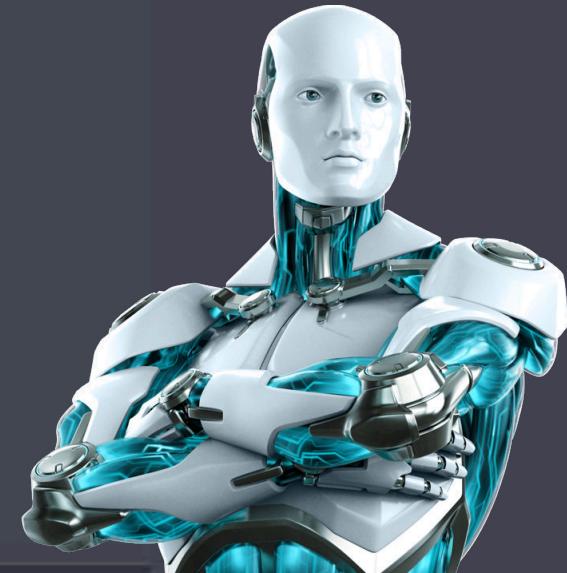
Maximize your passive income with these strategies:

1. Diversify your portfolio
2. Automate your streams
3. Utilize technology to boost earnings

Want to learn more? Check out:

1. The "Unconventional Guide to Investing in Retirement" by JL Collins
2. The "Smart Passive Income" podcast
3. The "Financial Freedom" course on Udemy

Start building your wealth today! Don't settle for just a paycheck. #PassiveIncome #FinancialFreedom



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# MENTAL HEALTH



2022/04/13



Performance Anxiety is about Expectations and fear of disappointment.

This starts at an early age and then becomes a part of your professional life as well.

#mentalhealth

See LinkedIn Poll: [↗](#)

**Do you have Performance Anxiety?**

1k

Edit & post

⋮



Act like a copywriter expert. Rewrite this post by adding examples: "Performance Anxiety is about Expectations and fear of disappointment.

This starts at an early age and then becomes a part of your professional life as well."



Act like a copywriting expert. Imagine and share the personal story of Ruben on that topic + a list of Do's and Don't at the end.



< 2 / 2 >



## "Breaking Free from Performance Anxiety: Ruben's Journey

Ruben was a talented musician, with a passion for playing the guitar. He had been playing for years, and had always been confident on stage. But one day, everything changed. He started to feel nervous before performances, and would often make mistakes during his sets. This was a far cry from the talented and poised musician he used to be.

Ruben soon realized that he was suffering from performance anxiety, a condition that affects many people, especially artists and musicians. The pressure to perform well, combined with the fear of disappointing others, had taken a toll on his confidence.

fear of disappointing others, had taken a toll on his confidence and was holding him back from enjoying the very thing he loved the most.

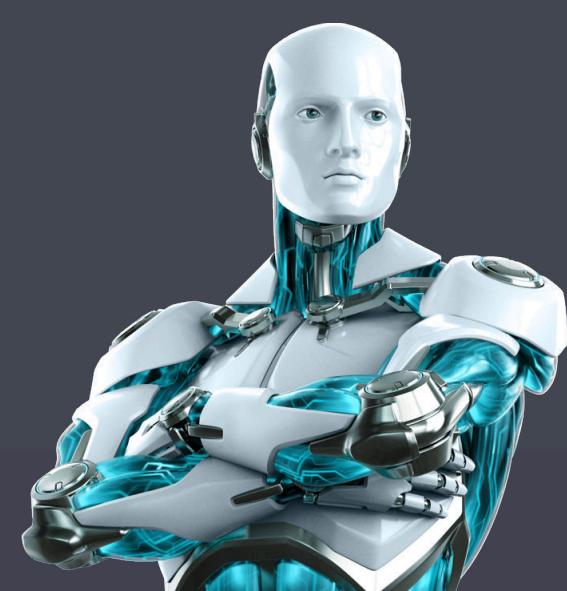
But Ruben was determined to overcome this challenge. He sought help from a therapist, who taught him mindfulness techniques to manage his anxiety. He also learned to reframe his thinking, focusing on the joy of playing music, instead of the fear of making mistakes. With time and practice, Ruben was able to regain his confidence and perform with ease.

### Do's to Overcome Performance Anxiety:

- Practice regularly and be prepared
- Focus on the process, not just the outcome
- Use mindfulness techniques to calm your nerves
- Surround yourself with supportive people
- Celebrate your successes, no matter how small

### Don'ts to Avoid:

- Don't compare yourself to others
- Don't dwell on past failures
- Don't avoid challenges and opportunities



fear of disappointing others, had taken a toll on his confidence and was holding him back from enjoying the very thing he loved the most.

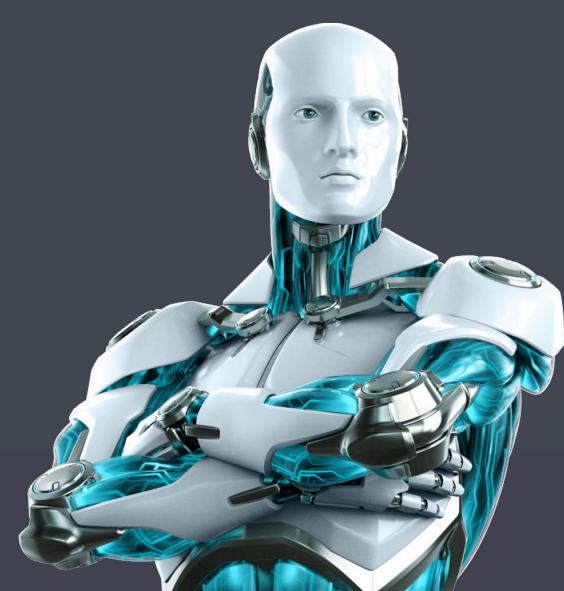
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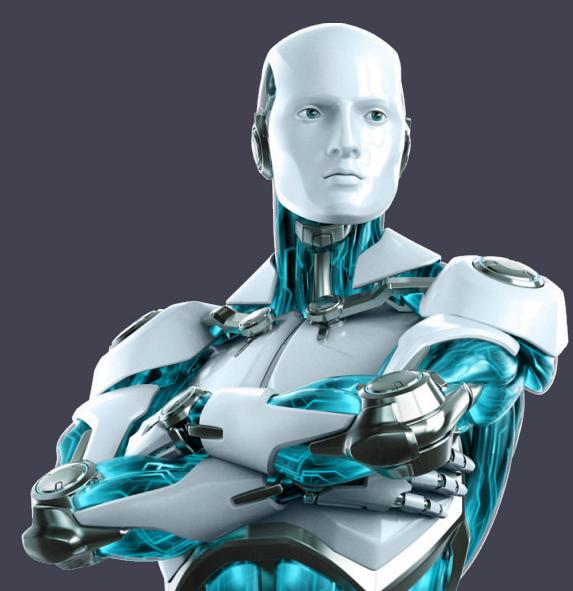
### Don'ts to Avoid:

- Don't compare yourself to others
- Don't dwell on past failures
- Don't avoid challenges and opportunities



- Don't avoid challenges and opportunities
- Don't let fear hold you back from pursuing your passions
- Don't be too hard on yourself, allow room for growth and improvement

Ruben's story is a testament to the fact that performance anxiety can be overcome with the right support and techniques. Whether you're a musician, athlete, or just looking to overcome nervousness in your professional life, know that you are not alone, and there is always help available."



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**I CAN ALREADY  
HEAR ALL OF THE  
POSSIBLE  
OBJECTIONS...**

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# **“THIS IS TOO GENERIC”**

**Yes, it is.**

ChatGPT is used for **fast ideation** and content creation.

Taplio is used for an **infinite source of inspiration** for approved virality.

This is **not** your copy/paste post.

# **“IT WON’T REPLACE ME”**

**Yes, it won’t.**

But you can be :

- ✓ Faster.
- ✓ More **efficient**.
- ✓ Better at delivering **more**.

I won’t say no to that.

**“IT’S NOT AS GOOD  
[INSERT ANYONE]”**

**Yes. But only for now.**

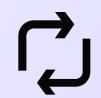
...until we can feed AI with all of that person content.

Let's stay in touch to see how AI is growing. And **how we can all benefit from it!**

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**WHAT ELSE CAN  
YOU DO WITH  
TAPLIO?**

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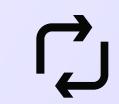
Repost

# PERSONAL AI-POWERED WRITING COACH

The screenshot displays a user interface for a personal AI-powered writing coach. On the left, a sidebar shows navigation icons for Home, Profile, Posts, and Help. The main area is titled "Content Generated For You" and contains a list of 10 AI-generated posts by "Thomas Jacquesson". Each post card includes a profile picture, the author's name, the post content, and two buttons: "Edit & post" and "Add to Queue". The posts cover topics like university graduation, digital marketing trends, and success myths. To the right, there is a "Compose" screen with tabs for "Compose", "Drafts", "Scheduled", and "Sent". It features a text input field with placeholder "Write here...", a "Post now" button, and a "Add to Queue" button with a timestamp of "July 1st, 2022, 4:07PM". There are also "Advanced Options" and "Edit queue" buttons.

## Tailored for you.

Generate AI bits of text following your own niche, tone of voice & industry.

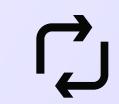


Repost

# LATEST INDUSTRY NEWS

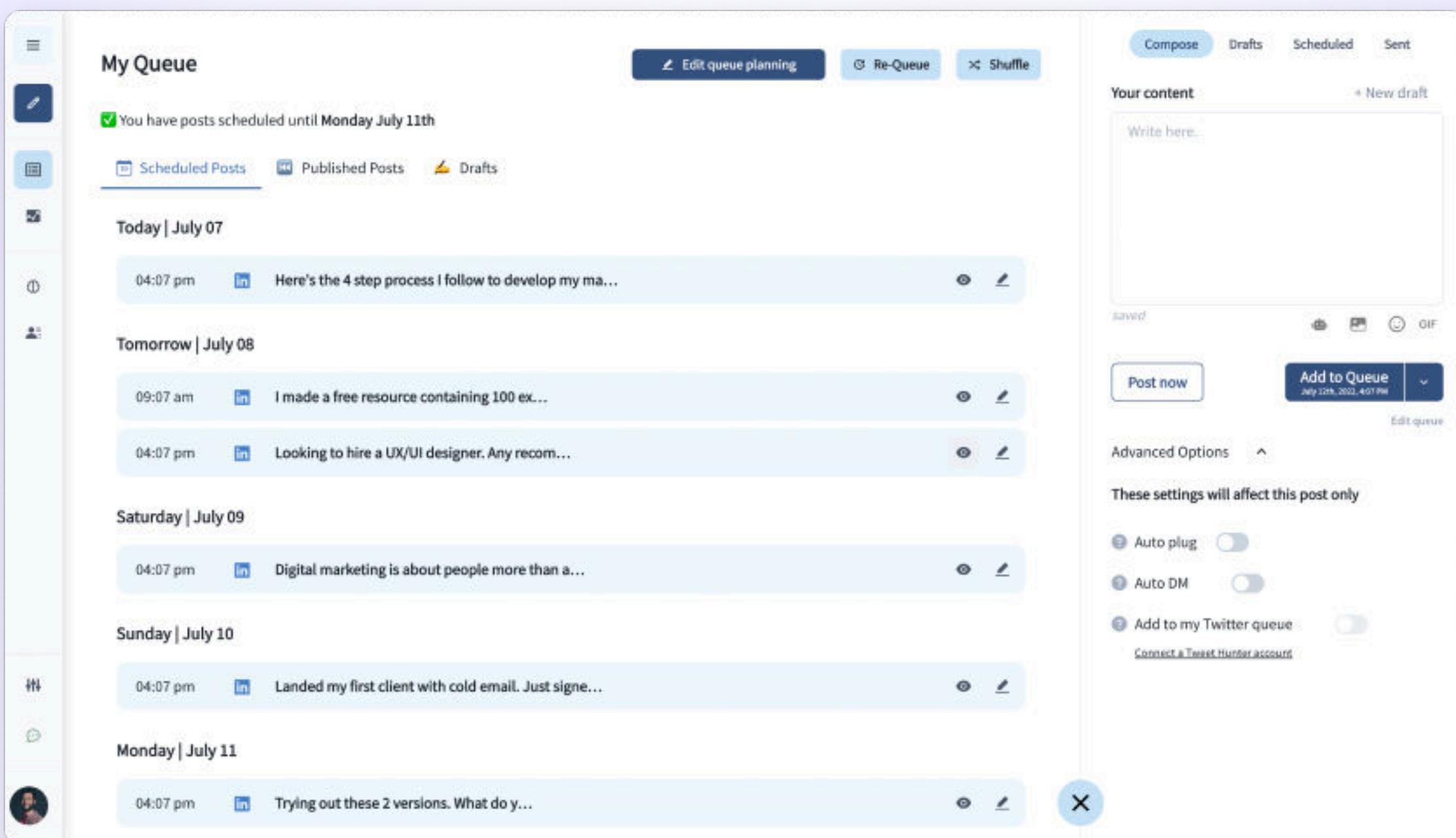
The screenshot shows a web-based news aggregation tool. On the left, there's a sidebar with various icons. The main area is titled "Top News" and contains a list of news items from different sources. Each item includes a thumbnail, the author's name (Thomas Jacquesson), the title, a brief summary, and a link. There are also "Disagree", "Agree", and "Edit & post" buttons. To the right, there's a larger "Compose" window where users can write their own content. It includes sections for "Your content" (with a "Write here" text area), "Advanced Options" (with a dropdown menu), and buttons for "Post now" and "Add to Queue".

**Get on top of the news.**  
It sources niche news for easy sharing with personal commentary option.



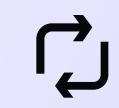
Repost

# SCHEDULING & STATS



## LinkedIn go-to tool.

Taplio offers scheduling, queue management, rescheduling and automations for effortless LinkedIn presence.



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# VOILÀ!

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