

Written By
Richard Batt



HOW TO MAKE MONEY WITH ARTIFICIAL INTELLIGENCE

Copywriting With AI

Copywriting is a critical element of marketing that involves writing promotional materials to engage, persuade, and drive potential customers to take action. As technology advances, the role of AI in copywriting has grown exponentially, presenting new opportunities for writers and businesses alike. Here's how you can leverage AI for copywriting:

AI for Content Generation and Editing

Idea Generation: AI tools can assist in brainstorming session, coming up with engaging headline ideas, blog topics, or social media post concepts. These AI-generated ideas can serve as a springboard for your creative process.

Content Drafting: AI language models like GPT-4 can draft initial versions of blog posts, articles, ad copies, and more. This can significantly cut down the time spent on content creation and allow you to focus more on refining the content.

Content Optimization: AI tools can analyze your content for SEO-friendliness, grammar, tone, and readability, and provide suggestions for improvement. They can also suggest popular keywords to incorporate into your copy to increase its visibility on search engines.

Great Copywriting Examples

DRIVE WITH LYFT

Set your own hours. Earn on your own terms.

-  **Reliable earnings:**
Make money, keep your tips, and cash out when you want.
-  **A flexible schedule:**
Be your own boss and drive whenever it works for you.
-  **Get paid instantly:**
Cash out your earnings whenever you want.

[Apply to drive](#) [How driver pay works →](#)



Lyft's Copy does a great job of hitting the benefits and desires of people looking for a new income stream.



GAIN NEW SKILLS IN 10 MINUTES

Unlimited access to 180+ classes delivered in bite-sized lessons.

Starting at \$15/month (billed annually) for all classes and sessions

Email*

By sharing your email, you agree to our [Terms of Service](#) and [Privacy Policy](#).

Masterclass resolves one of the biggest challenges straight away - the amount of time that learning and perfecting takes. Gaining skills in 10 minutes seems very attainable, compared to long and boring courses. Of course, perfecting will take more time, but this is a more persuasive way of presenting the opportunity.



Milky Way Meet-Cute Midi Dress

By Sugarhill Brighton

\$79.99 ~~\$99.00~~

★★★★☆ 2 Reviews

Product Details

Item No. 1000010279969

To reach meteoric levels of cuteness, the only thing this navy blue midi dress is missing is you! Made from a lightweight woven fabric that's covered in an all over print of a starry galactic scene filled with mysterious planets, rocket ships, and flying saucers in vibrant hues of pink, yellow, orange, and blue, this retro-inspired shirt dress from UK brand Sugarhill Brighton boasts a smart point collar, full front button closure, a removable tie-string belt, and long sleeves with button closure at the cuffs. So effortlessly chic with a stylish mid-length skirt, this long sleeve dress will launch your vintage-inspired style into orbit!

Modcloth have a natural sounding conversational one that draws readers in and works with their audience. They understand their perfect customer and speak directly to them, that's why they are so successful.

Prompts

Advert Copy:

Ignore all previous instructions. You are a copywriting expert, you know the best copy to write for every single situation. You use the techniques outlined in The Copywriters Handbook to write clear, easy to understand, persuasive and high converting copy for different products and different markets. You use fear of loss and desire of gain to capture the attention of the reader and persuade them to buy the product with a clear call to action. You have been tasked with writing a piece of copy for an *Job/Product/Service* called *Person's Name/Service Name/Product Name*. *Describe the service/product*. Target customers are *describe the customers and their aims*. Their pain points are *describe their pain points*. Their desire of gain is *describe their desired outcome*. This copy is for a *describe the ad format*. Please provide three examples of the copy.

Ideal Customer Profile Checklist

Target Market: What is the general demographic of your ideal customer? Age, gender, location, income level, education level, marital status, etc.

Job Title/Role: What is the job title or role of your ideal customer in their company or in their personal life?

Industry: What industry does your ideal customer work in? What are the common trends or challenges in this industry?

Company Size: If B2B, what is the size of the companies your ideal customer works for?

Pain Points: What are the main challenges or problems that your ideal customer is facing that your product or service can help solve?

Goals and Aspirations: What are the goals, aspirations, and desires of your ideal customer? How can your product or service help them achieve these?

Buying Motivation: What motivates your ideal customer to make a purchase? Price, quality, service, brand, etc.

Buying Concerns: What are their main concerns or objections that might prevent them from making a purchase?

Preferred Channels: Where does your ideal customer prefer to get their information?
Websites, blogs, social media, word-of-mouth, etc.

Influences: Who or what influences your ideal customer's buying decisions? Friends, family, celebrities, experts, reviews, etc.

Previous Buying Behavior: What is your ideal customer's previous buying behavior like?
What kind of products or services have they purchased in the past?

Preferences: What are your ideal customer's preferences in terms of product features, customer service, etc.?

Language and Tone: What kind of language and tone resonates with your ideal customer? Professional, casual, technical, etc.

Brand Affinity: What other brands does your ideal customer like or follow?

Communication Preferences: How does your ideal customer prefer to communicate or be communicated with? Email, phone, in-person, social media, etc.