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6 Tips for Using AI in Your Copywriting

- 1. The output is only as good as the input.** If a copywriter is good at their craft, the output from AI will still be better than what mediocre copywriters can produce.
- 2. AI can do a lot, but it is still just a tool.** Think of it in the analogy of a superpowered three-year-old. While it does amazing things, it still needs guidance and input from humans to understand what's right or wrong and how to handle contextual information.
- 3. Expect a number of steps to get to the output you're after.** You cannot, for instance, ask ChatGPT straight off to write a long-form sales page to sell your consulting services. You need to start by providing context, asking perhaps for ideas, benefits or pain points, then expanding or narrowing down from there. You may need to break down your copywriting task into 10 to 15 prompts.
- 4. Refine the output.** At some point, you will have a massive amount of writeup from the tool. That's when you start refining the results. Look to determine which parts are useful or not, which don't sound human, and either prompt the AI to rewrite them or rewrite them yourself.
- 5. Know the limits of the software.** While AI can help save you time writing the first draft of copy, it still requires human intervention to add emotional nuances, contexts, and other subtleties that the technology cannot yet fully grasp. Currently, AI also lacks the data points to determine what makes great sales copy, including an understanding of human psychology and niceties of feeling.
- 6. Remember strategy.** The right use of AI can help you produce ads, sales letters, emails, and other copy. Effective marketing, however, means understanding the bigger picture. Establish beforehand the audience and the reasons why people will buy your product, and base your marketing material on a clear strategy.

For the marketing boost your business needs, look up Will Wang at GrowthLabz.com