

A portrait of a woman with long, dark brown hair, smiling warmly at the camera. She is wearing a black leather jacket over a white blouse with a colorful, abstract pattern. She is also wearing a necklace with a circular pendant. The background is a solid blue color.

JAMESCHRAMKO

## Copywriting with Empathy

---

The key to effectively writing sales copy is connecting to your target audience. Savvy Copy's Jaimee Maree shares how she achieves this empathy.



**Jaimee Maree**

**James:** James Schramko here. Welcome back to my podcast. This is episode 1008. Today, we're talking about copywriting, one of our favorite topics on this show. And of course, I've got Jaimee Maree here to talk about that. Hello, Jaimee.

**Jaimee:** Hi, James. Thanks so much for having me.

**James:** We have similar names. You know, when I was a kid, my mom used to call me Jaimee.

**Jaimee:** Did you know, so many people call me James? When I played a lot of sport, it was always James.

**James:** Well, that's really interesting. So we've shared a fair bit of our backstory.

**Jaimee:** Indeed.

**James:** The way we met, you're in Australia as well, of course, I've seen you at local meetups when I come down to visit occasionally for members of my own community. So you've been a member of my community for quite some time now.

**Jaimee:** I reckon it'd be almost going on eight, nine years, I'd say.

**James:** Yeah, it's one of the coolest things about having a community is over time, you get to see people doing different things. Of course, when you started in that community, you weren't doing what you're doing right now. Right? This has been an evolution. Let's talk about what you're doing right now. And then we'll go back a bit.

So right now, you have this agency. It's called [savvy.com](https://savvy.com), which is actually a really cool domain. I'm amazed that you could get such a good domain. Maybe you paid for it.

**Jaimee:** I did.

**James:** Yeah, worth every cent.

**Jaimee:** Exactly.

**James:** And you've been doing direct response copy. And you've been helping a lot of people who are industry experts, lots of famous names. I actually shared a luxury villa in the jungle in Belize with one of your clients, Gary Goldstein.

**Jaimee:** Ah, Gary, he's the nicest human being.

**James:** He's a lovely guy. Yeah, and he was on an adventure that we were doing, going down these main caves. And he's such a nice guy. Of course, he was tied up somehow with Pretty Woman?

**Jaimee:** Yes, he was the producer. [laughs]

**James:** We all know Sylvester Stallone, of course, and Tony Robbins. You've worked with Bill Zanker, and Pitbull and hundreds of others. So you've actually done pretty well in the copy space. But that wasn't what you were always doing, which is great. And the thing that I like the most, and this is why I've been recommending you to my clients, is the type of copy you do.

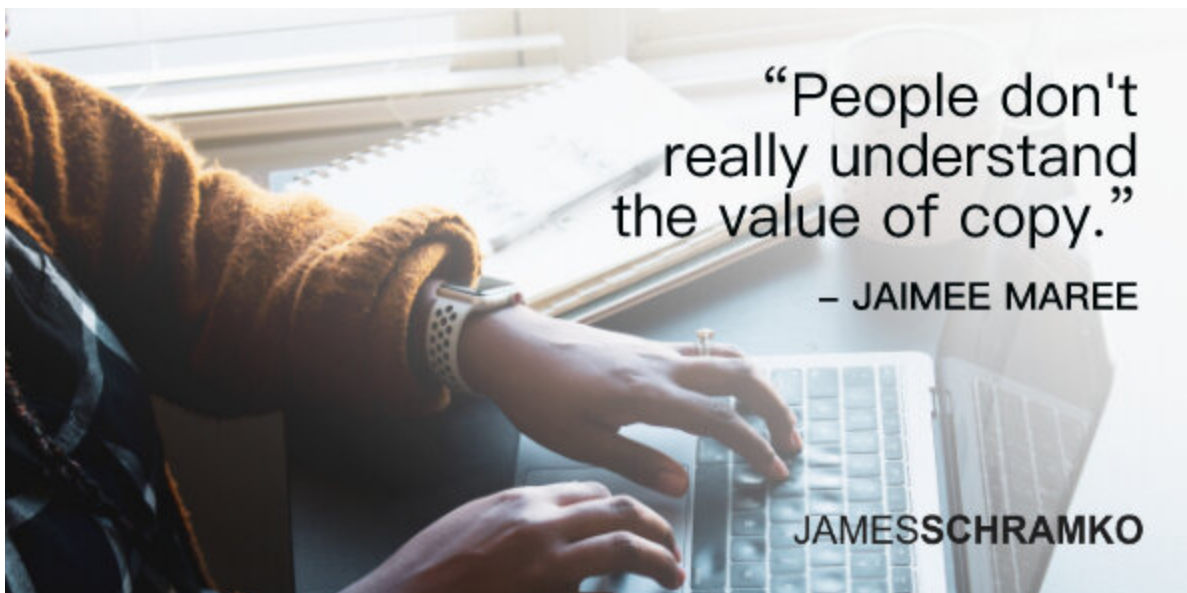


We've heard from different copywriters over the years, there's so many. I mean, when I was doing my 1000th episode, I was sort of reviewing who we've had on the show. And the very [first episode](#) I ever had was with [John Carlton](#) in 2009. And here we are now, all these years later, we're still talking about copy.

## What makes copy so important?

Why do you think copy is such an important topic for us to talk about, is probably the first question I want to ask you?

**Jaimee:** Sure. Well, I mean, from my perspective, I've been doing digital marketing for so long now. So I started full service digital marketing almost 12 years ago. And I think in every absolutely everything that we did, copywriting was such an important and pivotal role in everything that we created.



And it's why I ended up creating Savvy Copy in the first place, because I realized that no matter what we created for clients, if copy wasn't where it needed to be, it was massively impacting conversions. And I think, I hear you say it all the time, James, and it's something that's great for my girls all the time, is that people don't really understand the value of copy.

And that it really is like salesmanship in print, and the impact that you can have and the importance of psychology and sales elements in copy, it's why it's so important because without it, you know, people think that they can write themselves, but you know, the amount of sales skills that's actually required in copy to get the result that you want, is important in all aspects of digital marketing. So that's why I went all in on creating Savvy.

**James:** Because it's that important. And I like what you said, I write reasonable copy. And of course, we can get tools to help us a bit and frameworks. However, I still think it's probably the single biggest one-time investment I've made so far online, is paying for a copywriter. And it's also one of the best return on investments that I've had.

It's a very specific large amount to pay for. But then they launch into all the stuff that you know has to be done that you've been putting off. All that research, the behind the scenes, getting to know your product, speaking with your clients, pulling out all the case studies, assimilating this information into something that's going to be persuasive, but also, and this is, you know, I wanted to sort of circle back to why I like your copy, it's got to be authentic and ethical.

There's a product out there in the fitness market that I became aware of yesterday, where there's a guy actually pretending that he's on the set of a Joe Rogan studio, but he's not. And the marketers are sort of saying, Is this good or bad? But the fitness people in particular, when I went and researched into this product, they all said this, Everything this guy says is wrong, right? It's the worst fitness advice ever.

The overall snapshot I got is that someone very clever in marketing is behind all of this, but the product itself sucks. There are certain copywriters, I suppose, who just want to sell stuff, regardless of whether it's good for humans or not. I've definitely got a good-for-human filter, like I really only want to bring people on the show who I trust.



“We need to be agile enough to change our perspective with new information.”

JAMES SCHRAMKO

And if I don't agree with someone, I'll definitely say it so that people don't associate that I'm endorsing something. There's numerous examples on this show where I've had a debate with a guest. But I think that at the core of it, that authenticity is absolutely critical. I think we need to be agile enough to change our perspective with new information, because some people get too fixated in their old ways.

And I'm seeing a shift. I'm seeing a shift in guard with copy from the old school to, I mean, there's the new kids with the tools, and then there's a gap in the middle, I think. People who are able to be agile, and adapt, but still have authenticity. But of course, have the achievements to back it up. And, as I've mentioned before, I've sent you off to some of my clients, because they need help with the copy.

Like you, I've discovered if, no matter how good their product is, or how great I could be mentoring them, if their offer is not getting adapted by their audience, they're just not buying. And so you've been engaged in projects to help a lot of my clients, we just went through a couple before the show, not going to mention by name, but several of them. And they all come back saying thank you, raving about the service. So you're really doing a great job with them.

And I think because of your background, you've been around the community, so you certainly know a lot of the community players, you know, you have a great close association too with our mutual friend, Greg from [studio1design.com](http://studio1design.com).

And, you know, it just shows how a copy with good design goes so well. And then if you have good copy, good design and a good product, and a good coach, then you're winning. And that's what I like to see.

### **Before Jaimee had an agency...**

When you were in the early days of that community and I was seeing you in the meetups, what did business look like back then pre-agency?

**Jaimee:** Look, so I mean, my whole like, online journey started way back in 2010, when I was learning how to blog, how to do pay per click SEO, how to rank in the search engines. And things kind of took off very quickly when I started to learn everything, learned how to rank websites, I then sold advertising space on these websites.

But interestingly, in 2012, I was struck by the Google Penguin update. Still to this day do not know what caused that. But what's really interesting, and just to rewind, probably to the year before, that was when I first got exposure to you, I believe. It was around 2011. And I learned something then that stuck with me until today. And that was about [OwnTheRacecourse](#).

And so in the back of my mind throughout 2011, even though I created this like, six-figure business, just from ranking websites, I thought, all of my baskets are in Google, everything is ranking in Google, and I would wake up every morning going, where am I ranking? Am I one, am I two? And so that stuck with me. And that sort of seeded the foundation of, okay, well, I need to own the racecourse, I need to own my platform, I need to build something from there.

So before I was impacted by the Penguin update, I started to do this for other people. I was building their websites; I was ranking their websites. Luckily, they weren't impacted by the Penguin update. But that's how everything really started. And then stupidly, I now look back at it, I don't think I joined your community for maybe two years after that. And to this day, I wish I'd have done it sooner, because I think I missed the boat on a few things.

But anyway, so I spent about seven or eight years in the digital agency. So this was working on websites and building them, and doing a little bit of copywriting at the time, running ads, video marketing; we were kind of doing absolutely everything. And I think one other thing that I wanted to add in through here is that when I actually reflect back on my entire journey over the 12 years, I don't think that there's anyone that's been influential on my business that hasn't actually come from your community.

## **The people who shaped the journey**

So anyone that's had a huge impact on, whether it's been you, whether it's been people that I've met in the community, I wouldn't be where I am today unless I met them. And that's really, thanks to you. So that was really the journey. And then the journey shifted and pivoted. Actually, thanks to the gentleman you mentioned before, which was [Greg Merrilees](#).

And that story really came from, I was actually a little bit burnt out in the agency. I couldn't scale, I couldn't grow, and it wasn't nearly as profitable as I would have liked. And he reached out to me one Sunday evening, and he sent this email. I just gotten home from a business trip, I was exhausted, Sunday evening, 5:50, and he said, Jaimee, how the heck are you? I need your copywriting chops, and I need them by tomorrow. I've landed a big fish, but only if we can deliver a kickass landing page with kickass copy by tomorrow.



And so Greg knew that we were offering a little bit of copywriting, obviously in the agency, but not exclusively. And the client was Bill Zanker, with the investors people and Tony Robbins. And so that's basically, we worked on that campaign, we had like 24 hours to write the copy to get the page done. And when I finished that campaign, it was a huge like, epiphany for me that I was like, but their campaign, it was underperforming before we worked on it.

We overhauled the copy and the design, it was relaunched, we jumped on the phone with Bill Zanker. And he just said, I've never seen conversions like this in my life. And so for me to reflect and look at - Bill Zanker's a very, very successful businessman in America, you've obviously got Tony Robbins, and Pitbull, they are absolute experts at what they do. They've got something incredible to offer.

But if they can't communicate it to their audience in a way that will be impactful and convert, I realized I needed to take care of the copy to be able to work with business owners that have so much impact and influence and something amazing, and team up with other people that offer all the other elements that people need. So that's how the story really unfolded, and how I'm where I am today.

## **Choosing to focus on copy**

**James:** I love that. How hard was the decision to disengage from all the other stuff to get more specialized in the copy? Because this is something people wrestle with.

**Jaimee:** Yes. So for me, I think it was such an aha moment. And I feel like everything became super clear, from my perspective, that it was really easy, because I thought, you know what, I have so much experience and knowledge in digital marketing that we can pour into copywriting, which a lot of copywriters don't have.

I couldn't find many agencies that were out there that could do what we did. I knew I had the connection and the network, and it felt right to me. I was, you know, fascinated throughout my whole life with psychology and being able to infuse all of that into what we do. And copy was easy, it was an easy decision to shift and just do copy.


**James:** I love that. I'm constantly blown away by how the community helps each other. And of course, you know, this is the feedback I get a lot when I refer someone to a supplier, the supplier often comes back to me and they say, Your people, they're just so nice to deal with. They're just good people.

I recently promoted an email training from another copywriter who really specializes in email. And she was blown away with the people who came through, just the quality of them. When I was flying down to Melbourne and going out to the meetup in a taxi, it would often just sort of cross my mind. It's like, wow, this is amazing. This is just an idea, this whole make a community thing back in 2009. And it's turned into something pretty special.

And I'm still happy to have a great community now, you know, after all that time, and to have quality people in there. Just an example, right, of the quality of the type of people who are just there participating as members have super skills like you do and like Greg does, just normal members, but are world class at what they do.

### **What sets Jaimee's marketing apart**

Now, I think you've probably inherited some of the viewpoints of mine like OTR, OwnTheRacecourse or whatever. You know I've never been super big on sexy launches or hyped-up marketing. And that's probably played quite well into your specialty as well. You like to focus more on different style of marketing for some of the clients?



JAMES SCHRAMKO

“In order to convert, there doesn't need to be a lot of psychological manipulation.”

– JAIMEE MAREE

**Jaimee:** Yeah. So majority, I mean, we're really big on not having salesy, sleazy marketing and for everything to be, really come from empathy, to be as authentic, real as possible. And actually, in order to convert, there doesn't need to be, you know, a lot of like, psychological manipulation or anything like that.

It's when you do focus on really understanding your audience, having authority, being authentic, whilst obviously still implementing all of the influences and psychological principles within that, that leads to conversions. And I think you touched on a little bit earlier, but I think, I mean, I feel like we've been doing marketing this way for a really long time.

I've been learning from you for a really long time. And, you know, books that you've recommended that we now infuse into all of the copywriting that we do. But I definitely saw a really big shift with COVID and with messaging. And I think people really started to have this big realization that, you know, in such a devastating time, for a lot of people, when people were opening their wallets, they really cared so much more about what our business stands for.

They cared about their values, and they were really selective about where they were spending their money. And so, I feel like it's been that way for a while, but I feel like anything that is really hard sell that is sleazy, it's not working. And I feel that, yeah, the shift, post COVID, during COVID, has just really made companies realize we need to get so much better with our messaging and being really real and authentic.

**James:** It was March 1995, when I arrived at the BMW sales showroom, my first car sales job. And I was absolutely appalled at the modus operandi of the salespeople. Like, pulling out the stock sheet, looking for the car with the biggest margin, and then deciding in advance of someone walking in the door, whoever walks in that door is going to be buying this car. And I just like, something really jarred with me about this whole approach. It doesn't seem very good for the customer.

And when I came online, initially, I was actually online at the same time, 1996 or so, I actually got a computer, and it was the very, very beginning of the internet in Australia. But later on, I came back on about 2005, I was starting to register a website and so forth. When I first came online, the information marketers were obnoxious. They were these pushy, hypey... and it's never sat well with me.

It seems like it's taken a few decades for people to catch up. But I feel like a lot more people are on the same page as where I've always been, that it's just not a good way to go. And the thing that's really revealed itself over that time is the longevity of my business model, the podcast, membership, that community, events and things, I've been able to sustain them for so long, because it's a long game play.

So I love that there's someone out there doing this authentically. People can get confused about manipulation, etc. But then it's okay if you're a brain surgeon to manipulate the scalpel to fix someone from a blood clot or whatever. So I think if used positively, and with the intention of helping someone be better off, these tools could be great.

## **The books that influenced a winning style of copy**

I'd be really curious, are you prepared to share some insights into the foundational books or resources that you think represent the style of copy that you're writing?

**Jaimee:** Yeah, absolutely, willing to reveal those secrets. [laughs]

**James:** [laughs] Go for it. I mean, I really liked, obviously, I have to ask the questions that someone on the other end of this podcast would be begging me to ask like, can you ask her, what books?

**Jaimee:** [laughs] Look absolutely. Everything that we do in Savvy really comes down to actually three books that we've been influenced by. One being Building a StoryBrand by Donald Miller, the second being SPIN Selling by Neil Rackham. Yeah, we've got to talk about that book. And then Influence by Robert Cialdini. And I feel like when a lot of people look up for like, the tips, and the tricks, and the structure, and following a template, I think it's kind of like fast forwarding too fast down the process, rather than actually looking at the fundamentals that they really need to implement. And I feel that these three books, like, perfectly shape what is actually required for high-converting copy. So yeah, I'd love to dive into those three in more detail, James.

**James:** Let's flesh that out a bit then, if you want to give us sort of the Jaimee Maree perspective on what it is about these books that's so useful.

**Jaimee:** Yeah. So I think starting with Building a StoryBrand by Donald Miller, the biggest thing that I really love about this book is that it actually really draws on the impact and the influence of what storytelling does, and the story lines that are created in every big Hollywood movie, and all of the pieces, you can almost look at any movie that ever been produced, and it always follows the same structure, which looks at having a hero, and a guide, and a villain, and a plan, and a call to action, success and failure.

And so when we look at all of that and how it's done in movies, we can actually really take that and apply that to all of the marketing that you create. And so what you can do is really dive deep into understanding, who is the hero of the story? And it is always your customer, it is never you. And that's what a lot of people get really wrong whenever they do their marketing.



You look at who the guide is. And that's obviously, you, as a business owner, you're there to guide the main character of the story. We need to look at the villain that exists. So this is always taking a look at, what are the internal, external problems that exist for our clients, who is the villain of the story? Because we need to basically kill the villain.

Then obviously, looking at the plan that is going to be in place in order to relinquish the villain, the call to actions that need to be included, talking about failure, and how to avoid failure and then success. So that's really the SB7 framework. Now we overlap that.

**James:** There was a presentation I had at one of my live events, I had [Clint Paddison](#) presented on the story formula, which is similar, I think, it's probably all derived maybe from Joseph Campbell, as well. And for some of my guests, I give them this framework to help them have a better podcast. I haven't given that to you, obviously, you know your stuff.

But it's such a good tool to have a framework that people connect with. And when you talk about the villain, alright, a lot of people have been brought up with something like the Bible, or in a non-religious version, Star Wars. You know, your Darth Vader, or your devil, really makes everything more interesting, doesn't it?

**Jaimee:** Yes, exactly.

**James:** So you were saying, you overlay?

**Jaimee:** Yes. So then we take the story brand framework, and then we overlay SPIN Selling. And SPIN Selling was actually a book you introduced me to, I kind of remember how many years ago, which follows the acronym of situation, problem, implication, and need payoff. And the story that you told at the time of how you actually implemented this into your story of when you worked at BMW and Mercedes was why I now so heavily focus on this, and especially on the amplification section of the book, in all the copywriting that we do.

**James:** Oh, it's so good. I mean, this did change my life, this formula. I guess I was lucky. A little bit of luck involved, right, in that journey? But when I worked at Vodafone, it was new in Australia, digital telephones were rolling out in about 1993. And they went and headhunted the best of the best salespeople, they got - the director of sales was from Xerox. And he recruited a bunch of their Xerox people.

And Xerox was one of the people who Neil Rackham had studied and done research with, and that was basically their sales Bible, internally, for high ticket copy machines. Young people wouldn't really know what that is anymore. But back in the old days, they used to copy things out, you know, there was paper and stuff.

So it was just, you know, I attended all the sales meetings, and they were just training people on this technique. And it just became, I basically jumped to the head of the queue and skipped all of the old school sales stuff, and got the most current up-to-date methodology. I still think it stands now, that formula.

The thing I love about it is, it's so simple, that you can use it in every aspect of your life, whether it's figuring out with your partner what movie to watch, or whether you want to go and visit the relatives, or you want the relatives to come and visit you, this formula can still be a good guide, in many aspects.

And it's really good for training as well, if you're an educator, to help people build a desire to learn or to really want the outcome. So that's good when you make a combination or hybrid. Now you're starting to get a sort of proprietary approach to something that is less likely that someone else is using the same formula.

**Jaimee:** That's right. Yeah. And I think the biggest thing that I really feel like I learned from that book, James, which is what you communicated to me, is the implications of not using a product or needing to communicate the implications to someone. And I really feel that it's probably the most left-out theme in a lot of sales conversations and a lot of copywriting, is really focusing in on that implication.

And I think that when you tie that, as you mentioned, like really weaving it all together with the story, and the villain, and the implication of not destroying the villain or the problems and the internal problems that people have got, it leaves a lot of really like, impact on the table of, when it comes to your copywriting, of not including that in there. And so I really feel that that is often you know, really helpful.

**James:** It's probably the part of the formula where, if you can raise the implications, then the cost of the solution that someone would pay for, it goes up a lot. I mean, the other parts you need, situation was always interesting to me, because you know, my previous example that I gave of the people looking at the stock sheet in the showroom before the customer walked in, they're disregarding the S part of that formula, the situation. They don't care about the customer at all.

If you don't really know the customer and the situation they're having, it's very hard to guess at what kind of problems or pain points they're having from the P part. And then you've got no chance of the implication. You just have to be lucky if they tell you something. And they're really only starting with the N, here's what you need, and they're ignoring the rest.

Now, isn't it interesting that on some months, I could sell more than all the other salespeople put together in a single month, by just having a framework, a four-acronym framework? So I love that you took that away from the implications. And it's even better that you can do it with interesting questions, rather than having to do tricky closes and special - there's lots of names, isn't there, like the old Tom Hopkins trainer, tie downs, and tag ons and stuff?

Like, you don't have to get all tricky. You just have to care about what would happen if someone doesn't do this. And that's why you hear people have a variation, as they say, you know, if your product is that good, you're doing people a disservice by not telling them about it, right?

Part of that is like, if they haven't figured out yet why they need your product, maybe you can help them figure out what path they're on and what's just around the corner for them if they do nothing. Then maybe if you can take them there, they wouldn't want that situation. And then you can bring them back to now where they have the choice to not be in that situation by making the decision to go ahead.

But you're still using another book to stack on to this too, right? You're compounding this with the next set of principles.

**Jaimee:** Yes. So those two books really enable you to deeply understand your customer, their situation, that's where you really build a lot of empathy from those two books. But then we tack on Influence by Robert Cialdini. So this is one of my very favorite books. And I think the biggest thing about this book is to look at it, at understanding that influence is like, how do we influence people to take a particular action or do a certain thing?

But it applies in absolutely everything that we do outside of marketing, outside of anything, is that the seven principles of Influence can be applied anywhere, from relationships, from conversations, from, you know, how many people are at a restaurant, the social proof that exists there will impact how many people go and visit that restaurant.

So there's just so many different elements of the seven principles in Robert Cialdini's book that when applied and understood correctly, and used for good and not evil, because there's a lot of talk actually about, you know, the power of influence, and that people can use their superpowers for evil. We certainly use them for good. And so understanding those seven principles is what has a huge impact on really influencing someone to take action.

**James:** So do you treat that as kind of like a checklist to make sure that these elements are conveyed in your copy, that those parts are there?

**Jaimee:** Exactly, yes. And so the way that we weave them through, it is like a checklist, making sure there are case studies, and testimonials, and social proof. Is there authority? Are we doing the liking principle, which is about creating really conversational language? You know, being authentic, that's really what impacts that liking principle. So yes, it is almost like a checklist. All of the marketing that we create has to have all of those elements.

## Does AI change the playing field?

**James:** And where do you see things like AI coming into this? We can't really have this podcast conversation without talking about it now, because it's just become - well, certainly I've been using it every day, because I feel like whether you love it or hate it, it's here, and it's improving. And I've had several podcast episodes, initially, years ago, and then very recently, especially on the topic of copywriting. [Is it going to replace copywriters?](#) Is it good enough yet?

And the consensus was that it's got to a point where very ordinary copywriters are replaced. And only people with context or good understandings or grasps on this are able to use the tools to help refine, or whatever. But I'm curious to know if you've had different outcomes, if you've discovered things that are useful.

**Jaimee:** Sure. So look, I agree with a lot of the conversations that you've had around AI and its impact. I definitely think low-level copywriters, and in some cases, content writers, obviously, are going to be impacted the most. I think where I really feel the AI is at, is obviously, it really does not have empathy. It can imitate emotions, but it really does not have empathy.

And I think that people really underestimate how important that actually is with the sales process. And everything that we're doing is having real, authentic empathy. And I feel that with - and [Andre Chaperon](#) is one of my favorite copywriters that is out there, and whenever I read his stuff, and even when I've read, and he's talked about a lot of AI, he really talks about the importance of creating that deep, deep connection.

And I feel that AI has its place, I feel like people are getting a bit too excited about it at the moment, and they're actually potentially going to do damage to their brand by using it. Certainly when it comes to sales copywriting, I feel like everyone's super excited, Oh, I don't need to have a copywriter, this is going to save so much time.



But I feel like at this point in time it's really far from where it needs to be. It can absolutely help with certain elements, idea generation at times. But I even step back, and when I talk about it with my team is that, yes, it stops, like, the cursor from blinking. And you know, you don't have to start from scratch when it comes to copywriting and that can be beneficial.

However, I actually feel that sometimes when you're prompted by other things, it stops the creativity that you actually have, and are able to actually pour into everything that we create. So we don't just look at like, obviously, the words that are written on the page, we look at marketing strategically, what does this client need? What does the customers actually need?

And sometimes, I feel like when you see something, you can't unsee it. And therefore, it does stifle that creativity. And that's like the real special sauce that copywriters can add, and that's what's actually most important when it comes to conversions.

So we're definitely looking at how we're going to implement it into our business, and potentially, looking at, you know, really using it for split testing and things like that. But right now, it's not, certainly from sales copywriting, not where it needs to be. And I think if people jump on it too quickly, it's going to hurt their brand rather than actually really help it.

**James:** Yeah, and speaking of special sauce, I cooked a meal for my parents the other week, and I cooked everything from scratch. I prepared the food, I created a sauce from scratch, every single ingredient was combined to make this meal. There was no added pre-done stuff. So as soon as you grab that packet of the pre-done stuff, often you read the ingredients, and it's filled with all this crap, you know, stabilizers, or food colors, or sweeteners, etc. That's what's getting people in their diet, right?

And I think the same could be said for AI. You start grabbing stuff off the shelf, and putting it out there, you're starting to blend it all up. And you're not really sure what you're getting. I mean there's obviously a lot of issues now with IP going into it, and not sure how it's coming out. There was a company who found their employees were using it for code checking, they let them code check. But all that proprietary IP got went into the machine, and they own it now. So that was interesting.

I think, like you do, I think it's overhyped. I do think it's as significant as the internet itself, like where it's going. I think it's important to keep an eye on it. But I've been using it to keep my hand and to keep a pulse on it. For example, a friend of mine has a P framework for copywriting. And I asked him if it's okay to talk about it, and he said yes.

He's keeping it a secret, but there was one, two, three, four, five, six, seven P's. You know, things like proof, pitfalls, principles, plan, price, prize, and promise. And so I went to the tool and I said, Hey, here's a framework or a checklist that I can use for sales copy. What am I missing? And so it went, it goes, You know what? You could probably do with persona.

So I like it for gap analysis. I like it for critiques. I like it to change the style of things. I've had it do things from write speeches to advertisements for things as a draft. Especially recently, I had it write a kind of funny advertisement that really resonated with the target buyer that I don't think I would have created from scratch. And it's fun to use for that.

## **The trouble with relying on AI**

But for serious, full blown copy, I think the real difference at the moment is an experienced copywriter is going to have way, way better inputs, even if they use the tool. And this was exemplified to me in an extreme way, the other day. There was a guy in my industry who was proposing that business coaches are next. Right? And he showed an example that he'd asked it. He was saying example of, you know, instead of spending \$1,000 a month on a business coach, you could just have it do a plan for you.

First problem is that it was presuming that all a business coach is giving you a plan. It's funny, because as a business coach or a mentor, I would tell the client, Look, you can ask the tool to generate your plan, right? But the second problem was that in the example that he put, it kind of missed half of his entire business.

But the major problem was, it lacked all context. It didn't know the difference between a good product or a bad product, or which ones he enjoyed working on or not, what sort of assets or resources he brought to the table, whether the business market was growing or decreasing. It was like, there was basically a thousand things. But he thought the business plan was amazing.

That's the problem. He lacked the Intel or the awareness or the experience to know that this was rubbish. And I think that's a problem with a copywriter. If you replace your copywriter with the tool, you don't actually know if it's good or not. And that's the major problem, I think, at this point. So where you have wisdom, and expertise, and you can actually decide, Hey, go here, not there.

The other problem is they're getting it to work on the wrong things. The wrong part of the funnel, the wrong campaign, the wrong product, the wrong market. Like, it's only really as good as the questions you ask it. And I think an experienced copywriter is going to be able to wrangle it beautifully, and then also be able to weed out things.

So for example, every time I've asked it to write an email, it uses words that suck, that I would never put in an email, that are counter to getting a great result. So it's not writing good emails. And so I basically scrap it. I don't think I've actually used any of them yet. I've used some bones of one. But as I'm learning, and just to point out, I'm doing this because I have to keep a finger on the pulse in what I do. I have to be aware of this stuff.

But I still think expert coaches, expert copywriters, expert coders, they're all still going to be fine, but they'll probably have some of these tools augmenting what they do. So where does it put you in terms of that changing market? Do you think it makes a human copy agency more valuable?

**Jaimee:** Look, I actually think so. I think that there'll be quite the curve of like, a lot of people who dive in and a lot of people will start to use it. But then I think the impact really so is that, in such a competitive world, like we've got to do whatever we can to stand out anyway. And I don't think, AI certainly doesn't make you stand out. An incredibly good human copywriter is what makes you stand out.

And even when you were talking about the story of AI business coach, like I feel like, the detrimental impact of that someone trying to fast track the process and not using a coach. Business is hard enough as it is, being successful in business is hard enough as it is. And if you bypass and get the wrong advice at the wrong time, it's going to put you down the completely wrong path.

**James:** And you wouldn't know you're on the wrong path.

**Jaimee:** Exactly. And so you spend years potentially on the wrong path, and most businesses would even fail in the first two years. And I feel like the same way with copywriting is that often, if you're spending money on advertising, Facebook or Google ads, and you're sending it with AI-generated copy, you know, from my perspective, it's the impact that could actually make your business not work or not do nearly as well as it could rather than actually, if you've got the money to invest, do not try and fast track. Like, that's my advice.

I think that a lot of people are going to try and use it. A lot of it's going to be very generic copy. You're missing the opportunity, if first engaging your clients with really good copy and content. And if someone sees you once, like, we don't need a lot of clients in order to do really well in business. And a lot of our clients don't need a lot, but when they just try and churn out copy and content, and that one person sees that content is like, you know, it's a bit unremarkable, or, oh that was a bit generic, the damage I feel it's actually going to do.

So my advice would be, play around with it, potentially use it for some idea generation. If you've got budget, do not skip using human copywriters. Just don't do it. And if it gets to a point that it can have empathy, I think we're all in a lot more trouble than I am as a copywriting agency once AI has empathy. But yeah, I feel like, be very cautious of fast tracking this process, because I truly believe copywriting is the most important element of successful marketing.

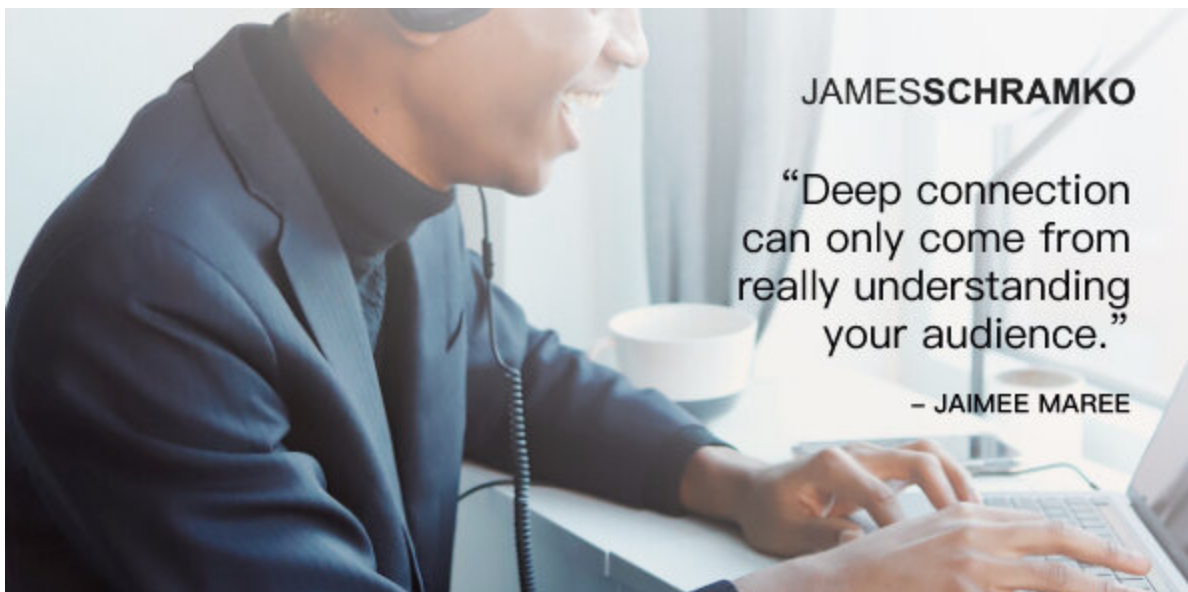
**James:** Well, you know, the instant that I knew my friend was wrong, was the very first group call I logged into, on Tuesday. I'm sitting there with seven or eight people who are real life humans, and I'm a real life human. And we're talking about ideas, we're experiencing emotions and empathy. And we're talking about strategies and cross pollinating ideas. That's still extremely valuable.

Even in a post-apocalyptic Armageddon scenario, even in all those Hollywood movies, the juice of the story is always when that little clan of humans can gather and scrape up what's left of it, and then go and start again, right? That's what being human is all about. That's why having a podcast with another human is still going to be, I think, a highly valuable thing. We know we're experiencing something real. And I'm pretty sure my podcasts aren't quite as structured as a robot would put it, but that's okay. You know, we got this far.

### **The main takeaway...**

Well, Jaimee Maree, I really appreciate you sharing with us, you know, the human side of it. I think that's really the big lesson today. That good copy has got solid fundamentals, that it does work, and it's still worth investing in. And you've given us some real guidance in terms of what the fundamentals have been for you.

I know lots of the people you've worked with, and I'm appreciative that I have someone that I can send them to, to get help when they're looking for that sales letter or the new page or whatever. And what would you like someone to take away from this particular episode?



**JAMESSCHRAMKO**

“Deep connection  
can only come from  
really understanding  
your audience.”

- JAIMEE MAREE



**Jaimee:** I think the most important and overlooked thing that I think when it comes to marketing and copywriting, is deeply understand your audience. I think it's something that's so overlooked, and I feel like people almost eye roll when they say, Who's your client avatar? They're like, Oh yeah, I've done that work. Figure out, have you really done the work? Do you know them intimately? Do you know what's going on for them? Because deep connection can only come from really understanding your audience.

And, you know, part of our process is to interview our client's clients, because we need to know them intimately. We need to open up these conversations. And so that is the advice that I would give you. Deeply understand them, be empathetic, be authentic, and that's what crafts the best copy that you can create.

**James:** That's it. And you know, the robot hasn't sat there at meetups all around the world, like I have for over a decade. I know my clients because I literally know them. I've met them, I'd speak to them. And it'd be easy to take that for granted whenever I just come up with an email or a post, like all that information is loaded in the backdrop. It'd be hard for people to take that over.

That's pretty much also a red flag for anyone. If they hire a copywriter and that copywriter is not intensively probing you as to all this information they need to have before they write you the copy, then there's something not right. So thank you so much for sharing that.

**Jaimee:** Yeah, no worries at all.

**James:** Your website, [savvycopy.com](https://savvycopy.com). If you do get in touch, let Jaimee know that you heard her on this show. This one is episode 1008. It's been great to have you on the show. Sorry it took so long, but maybe you'll come back. Who knows?

**Jaimee:** Absolutely. Thank you so much for having me, James.



A close-up photograph of a man smiling, wearing large black headphones with a logo on the earcup. He is holding a silver smartphone in his right hand. In front of him is a dark grey laptop with the Apple logo. The background is a blurred office or cafe setting with a desk, a lamp, and a coffee cup.

JAMES SCHRAMKO

**Optimize your  
marketing  
strategy with  
James's help**