

Email Marketer & Copywriter Now Available to Help Great Businesses Grow 2X or More - Despite AI-Generated Crud - by Treating Prospects and Customers as Real People



I'm happy I'm currently available to help you grow your business.

If we're not a good fit, let's find out now.

Results from Picking through Trash & Spam

I recently scanned both my Spam and Trash folders.

True, my spam folder was filled with blatantly illegal and obvious . . . spam. Bl*w j*bs from Russian women and so on.

But it also contained regular emails from various gurus and marketing companies - including some whose emails I thought always wound up in my Promo tab.

My Trash folder is mostly emails ranging from bad to great, though I do save a lot of emails, to study later.

But I'm not your typical prospect. I'm far more tolerant. I don't Unsubscribe if I still respect you - or if I just want to follow your email marketing techniques - good or bad.

Therefore, I see many online businesses continuing to use email marketing as though they've never studied their own Trash and Spam folders.

CONCLUSION: The Root Cause of All Email Marketing Problems:

Forgetting your list consists of actual people, not just addresses in a database.

Too Many Companies Treat Their List as Hogs to Lead to Slaughter

They push offers without providing value - or, often, even human contact, in return.

Small wonder they suffer from:

- * A high churn rate
- * Low open rates
- * High unsubscribe rates
- * High numbers of spam complaints
- * Low conversion rates

They can't get their emails out of Gmail's Promo tab and into the Primary tab. Yet only 20% of Gmail users have enabled the Promo tab.

Therefore, to maintain their list size, they must constantly burn through cash, advertising for new leads - making Google, Facebook and the digital ad networks rich.

The Too-Nice Guys

These companies swing too far in the opposite direction. They're so afraid of spam complaints, they rarely send out emails. Therefore, when they finally do send out an email, they receive a high rate of spam complaints because their subscribers have forgotten them. Also, sending emails on an infrequent basis lowers deliverability because it makes you look unreliable in the eyes of the email service providers.

Writing Heart-to-Heart to Your List is Tough When You Outsource Email to ChatGPT

A tsunami of ChatGPT-written, mediocre emails is rushing toward the Internet.

Ever since OpenAI introduced the world to ChatGPT last November, every online business owner believes they're going to save tens of thousands of dollars by firing all their copywriters.

And copywriters have dreaded losing their jobs and clients.

The result?

Online marketers using ChatGPT to spew billions of useless and clueless emails to their unsuspecting list members.

Technically, it won't be "spam," but it WILL be.

People on your list opted in to hear from you - not an AI large language model.

Way too many online businesses and writers look at ChatGPT as a way to get out of doing their jobs.

As one YouTuber, Max Maher, says - look at ChatGPT as a tool to help you do a BETTER job.

BUT - BIG "but" here - ChatGPT is only a junior copywriter.

Making it the boss of your emails will result in widespread disaster.

It doesn't know you.

It doesn't know your product.

It doesn't know your customer.

It doesn't know your dreams, your visions, your hopes, your mistakes and how you know your product or service will change lives.

It has ZERO emotional intelligence.

It can organize what's already known, but it can't create - and creativity is the only thing that converts.

Remember: your audience doesn't stand still. As they're exposed to marketing messages, they change.

That's why yesterday's headlines stop converting.

What was once new has become old and predictable - boring.

That's the pitfall in using copy templates, blueprints or other pre-written language "proven" to convert.

Your prospects and customers want to hear something fresh, new and compelling.

Yet, as the world's greatest living copywriter, Gary Bencivenga, says: ChatGPT doesn't *do* "fresh and compelling."

Its output tends to be flat and dry, like private label rights (PLR) articles in a cardboard sandwich.

It knows all the old, great (and many not-so-great) headlines, but it can't invent new ones.

Yes, good prompts can improve the quality of ChatGPT's output.

That's why I've been studying prompt engineering.

But even the best prompts can't make ChatGPT and other AI tools write with authenticity, personality and originality.

They don't come up with meaningful new metaphors because they can't feel how a human reacts.

That doesn't mean we should ignore AI tools. As I said, I'm studying prompt engineering and experimenting with various prompts.

But on every project, I remain the Head Writer. ChatGPT just happens to be a great junior copywriter.

Remember: your emails need to include your original thoughts, daily events, incidents from your childhood, your friends, your family, your company, your pets and other stories that make you human - who's selling a terrific product or service the readers need to buy.

A copywriter asked ChatGPT how he could "futureproof" his writing income against the threat of AI taking over.

ChatGPT told him: Tell great stories.

Email is how you can use your stories to touch your prospect or customer's deepest fears and desires.

Farm that out to ChatGPT yourself or to a writer who uses simple, vague prompts - and see how long it takes your list to hit the Unsubscribe link.

But when you talk to your prospects and customers as real people, they return the feeling.

Richard Stoker Needs to Write

I've studied copywriting for years, investing tens of thousands of dollars. I've written for big names and small in health, financial and other niches, including "tiny houses."

FULL DISCLOSURE: I'm of an age where *normal* people "retire." In fact, I have, from a prior day job. But I don't believe in sitting around doing nothing but playing golf.

I want to do what I love, which is writing copy.

I tried to retire. While spending time in The Philippines, I wound up needing surgery for an inguinal hernia. That meant several days with a catheter. To save myself from frustration, I kept repeating, "I am an email copywriter" to myself over and over.

After the catheter was removed, internal bleeding turned my urine purple.

Trust me on this:

If you want to bring clarity to your life . . .

Just watch yourself pee Welch's grape juice.

Many People Have Learned to Write Copy

Typical copywriters write long-form salesletters, VSLs, landing pages, advertorials, webinars, launch sequences, Facebook ads, About Me web pages - and content optimized for search engines.

They will use - NOT depend on - AI tools.

And emails.

Email newsletters. Autoresponder emails. Welcome or "stick" emails. Cart abandonment sequences. Launch emails. Daily emails to produce weekly sales. List reactivation emails. Pre-webinar and post-webinar emails. Emails to react to everything a prospect does within your marketing funnels.

You always want to employ the normal email mechanisms of curiosity, proof, benefits and scarcity.

All that's standard, of course.

And many copywriters are learning how to have AI bots do the heavy lifting for them.

My simple approach adds one new - and vital - factor:

I speak to your prospects and customers on a heart to heart basis.

They will either relate to you as a person - or not at all.

Or not for long.

They want you to understand their problems, feel their pain and share their joy over solving their problems.

They want you to entertain them, educate them about what you've got for them and to guide them with your sympathy.

They want you to give them the opportunity to buy your products based on THEIR buying criteria.

So, you must address why they really want what you're buying.

Of course, that's not simple or easy.

And that's why so many businesses either treat their mailing list as pigs to bleed dry or snowflakes too fragile to make a sales offer to.

All you have to do right now is decide how much you're going to prize the customers and prospects on your various email lists - so they'll prize you in return.

Other Copywriters

You can find many copywriters who'll brag about how they can suck money from your list's credit cards like a "vacuum cleaner on steroids."

Or they'll fall into the classic Ecom trap of sending emails that're mini-catalogs. Those remind me of the old supermarket inserts placed into the Wednesday and Sunday editions of newspapers.

They will get you some sales. Send out enough such emails, and somebody on your list will say, "Hey, Marge, we gotta go down to the A&P and buy Folger's Coffee while it's 25 cents off."

ChatCGP is useful but limited.

It can't tell your stories in your voice.

Your prospects need to feel your emotions, hear the resonance and see their connections to your products.

Part of what drives me is the memory of peeing with blood in my urine.

No software program understands the fear and despair I felt watching that stream out of my penis – or my hopes for a better, healthier, more prosperous future.

Why Nerds Spend Lots of Time Alone

Those are the list owners who're afraid to send out frequent emails - and then fill them with long, boring content to avoid spam complaints.

That's like going out on a date and being TOO polite.

At the front door, they hear, "Hey, thanks for helping me with my Algebra homework. You're so nice. You're really a good friend. I really want to have you as just a friend, okay?"

Make sure you hire a copywriter who understands both the perils - and promise - of how the Internet and email marketing are changing.

How do you see us working together?

Richard Stooker

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