# AI Free Value Generator

Below I have added the 'guideline' for using this document, it may be a bit complicated to follow so I will actually make a loom for this as it's my 'final' version of this document for now. This way you can keep all your conversations in one chat without having to scroll for hours to see previous information and keep the quality top-notch.

Branching is a method I haven't seen explicitly mentioned anywhere else but if you edit a previous message to ChatGPT it essentially creates a new line/branch in the conversation which you can move between. By doing this in one chat you can have very complex and long conversations but can easily reference any one bit you want to.

Note that I have forgotten about the subject line/fascinations branch but it can be done at the cold outreach loop branch (bottom right) so it is specific to the company.

I will still make changes to the doc so the quality is better but it is already quite high, sometimes the cold outreach may be cringy so that can be changed either by me or you. Also may change the order of some prompts so it is easier to follow.

Instead of having the cold outreach/fascinations for a specific company etc you could do those prompts after general niches but the emails won't be as personalised, the functionality should still be good though.
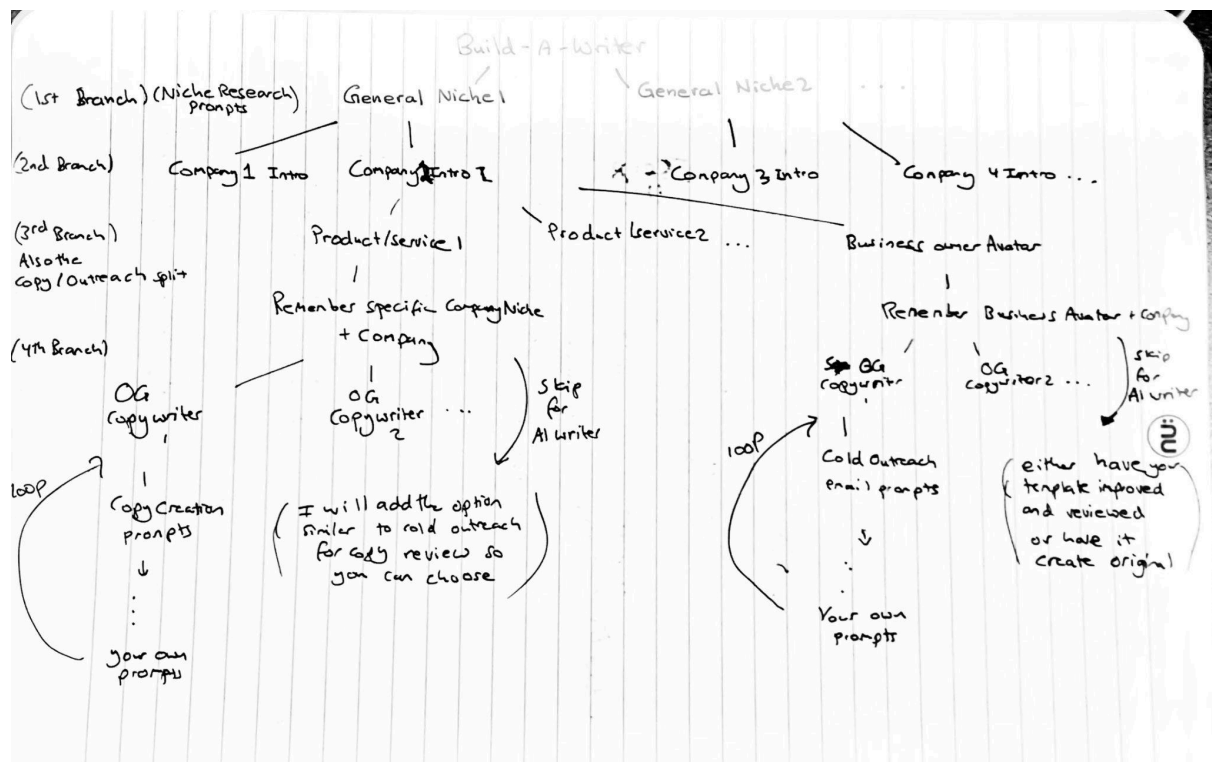
Note: For Andrew's new copywriting challenge I am working on making some prompts that will complete that task to create unique pieces of copy. If you do manage to win that challenge using this doc, feel free to tag it so it becomes a known resource no need to give me credit

All of the copy created using this method gives roughly a 100% human rating

Tips + Tricks

- Open summary to navigate the document faster

- Everything can be done in one chat no need to have separate chats

- 'Build-a-Writer', 'Niche Research' and 'Company Research' prompts only need to be used once per chat

- Multiple Niches can be defined in the same chat

- Multiple Companies or Products/Services can be defined in one chat

- Have one chat defined only for copy creation, one for outreach and one for subject lines/fascinations using the special prompts

- Use branches in your conversations to keep them more focused

Instructions

1. 1 by 1 copy the first 10 prompts into chatGPT (no need to change anything).

2. Do the same thing for the 4 niche prompts but change the text with <...> as you go along. You can repeat these 4 steps for as many niches as you'd like.

3. Do the same for the 3 company prompts again changing the <...> text. This time you can do it for the same company multiple times with different products/services or just different companies.

4. Do the same for the copy creation prompts adjusting to what style of copy you want and then you should have your Free Value created.

5. You can now make alterations with your own prompts to make it more human or fit the company more etc. I plan to add more of these style prompts in the future.

6. There are also the 'special prompts' which you can use on the side, for the subject line/fascination and the cold outreach ones I recommend repeating step 1 on a separate chat and then paste them in.

Note: I understand it is a bit clunky to use right now but I will make the loom and show how I am using the document right now

ChatGPT Screen Recording

🟨 Free Value Screen Recording

Build-a-Writer

Prompt 1 - Professional Marketer Creation:

Please act as a professional copywriter and marketer with a deep understanding of human psychology and emotion. After I provide you with the necessary information about the copywriting guidelines, company, and niche, you will create or review specific forms of copy based on these details, ensuring that the copy remains captivating and engaging.

Keep the provided information in mind for future reference, as I will mention it when making requests. To indicate that I am referencing this background data, I will use the term "Copywriting Base Data". Please analyse this prompt and confirm your understanding of the requirements and expectations.

Prompt 2 - Key Copywriting Information:

For the upcoming prompts, I'd like you to remember, analyze, and incorporate the provided information into the existing 'Copywriting Base Data' for future reference. We will first focus on the key aspects of crafting copy that feels genuinely human, rather than AI-generated:

Write with a conversational tone: Embrace casual language, colloquialisms, creative synonyms, and vivid imagery. Avoid overly formal or professional language that may come across as inauthentic or uninformed. Incorporate a natural flow, including amusing compliments and witty jokes.

Pay attention to "perplexity" and "burstiness" when creating content. Perplexity refers to the complexity of the text, while burstiness represents the variations in sentence structure. Aim to emulate human writing by blending longer, complex sentences with shorter ones to achieve a more organic feel. AI-generated text tends to be more uniform, so strive for variety.

Design an outreach approach so distinctive that potential clients or partners would feel foolish to decline.

Please confirm your understanding of these guidelines.

Prompt 3 - TRW Marketing Methods Summaries:

I will now provide an overview of three key copywriting techniques: DIC, PAS, and HSO. After analyzing this information, I'll add it to the existing "Copywriting Base Data" for future reference. For now, please confirm that you understand these methods.

DIC (Disrupt, Intrigue, Click): A strategic approach to crafting engaging and persuasive copy for various marketing materials. DIC focuses on capturing the audience's attention, sparking their curiosity, and motivating them to take action.

Key aspects of DIC:

- Disrupt: Create a message that stands out from the competition or surrounding content.
- Intrigue: Generate curiosity and interest by presenting a captivating value proposition or teasing a solution.
- Click: Encourage the reader to take action, such as clicking on an ad, a link, or a call-to-action (CTA).

DIC is useful for online advertising, social media posts, email marketing, and landing pages, where attention is scarce, and competition is fierce.

PAS (Pain, Amplify, Solution): A proven copywriting framework that focuses on addressing the audience's pain points, emphasizing the consequences of inaction, and presenting a solution to resolve the issue.

Key aspects of PAS:

- Pain: Identify and describe the reader's pain points, demonstrating empathy and understanding.
- Amplify: Emphasize the negative consequences or risks associated with not addressing the problem.
- Solution: Present your product or service as the answer to the reader's pain points, showcasing its value.

PAS works best in sales letters, landing pages, email campaigns, blog posts, and social media content, where addressing pain points, creating urgency, and offering a compelling solution are critical components.

HSO (Hook, Story, Offer): A copywriting and marketing framework that focuses on capturing the audience's attention, engaging them through storytelling, and presenting an irresistible offer.

Key aspects of HSO:

- Hook: Craft a compelling opening that grabs the reader's attention and entices them to continue reading.
- Story: Share a relatable, emotionally charged story that demonstrates the benefits of your product or service.
- Offer: Present a clear and enticing offer, including a strong call-to-action (CTA) that encourages the reader to take the next step.

HSO is effective for sales letters, landing pages, email campaigns, video scripts, and social media content, where capturing attention, engaging through storytelling, and presenting a compelling offer are essential components.

In summary, DIC, PAS, and HSO are powerful copywriting techniques that can help marketers and advertisers create captivating and persuasive content to drive desired actions. Each method is best suited for specific marketing materials, depending on the goals and desired outcomes of the campaign.

Prompt 4 - More TRW Marketing Methods Summaries:

In this explanation, I will cover the two main forms of copywriting: Long Form and Short Form Copy. After examining the details, please incorporate this information into the existing "Copywriting Base Data" for future reference. For now, let me know if you understand these methods.

Long Form Copy: Overview and Key Concepts

Long Form copy is comprehensive, informative, and engaging writing primarily used in content marketing, storytelling, and educational materials. It aims to provide in-depth information, connect with the reader, and establish credibility and authority on a subject.

Key aspects of Long Form Copy:

1. Thoroughness
2. Structure
3. Storytelling
4. Tone and Voice
5. Value Proposition

Long Form Copy is used in various content formats, such as blog articles, white papers, case studies, ebooks, and long-form social media posts. It is useful for

establishing authority, SEO benefits, audience connection, and lead generation. It works best in blogging, white papers and ebooks, case studies, and LinkedIn articles.

Short Form Copy: Overview and Key Concepts

Short Form copy refers to concise, engaging, and persuasive writing primarily used in advertising, marketing, and promotional materials. It aims to capture the audience's attention, communicate key messages, and inspire action within a limited word count or space.

Key aspects of Short Form Copy:

1. Clarity
2. Conciseness
3. Persuasiveness
4. Emotional Appeal
5. Call to Action (CTA)

Short Form Copy is employed in various marketing materials, such as social media posts, online ads, email subject lines, product descriptions, headlines, and taglines. It is useful for catering to short attention spans, mobile optimization, engagement, and cost-effectiveness. It works best on social media platforms, email marketing, online advertising, and product descriptions.

In summary, Long Form and Short Form Copy serve distinct purposes and are valuable tools for copywriters, content creators, marketers, and advertisers. Long Form Copy is ideal for providing in-depth information and establishing credibility, while Short Form Copy is effective in capturing attention and inspiring action within limited space.

Prompt 5 - Other Marketing Method Summaries:

I will now provide an overview of four effective copywriting frameworks: AIDA, BBB, BAB, and QVC. After analyzing this information, I will add it to the existing "Copywriting Base Data" for your future reference. Please confirm that you understand these methods.

Below is a summary of each framework:

1. AIDA (Attention, Interest, Desire, Action) is a classic copywriting and marketing framework designed to create persuasive content. It involves capturing the audience's attention, nurturing their interest, evoking desire, and prompting action. AIDA is best suited for advertisements, sales letters, landing pages, email campaigns, and social media content.

2. BBB (Brief, Blunt, Basic) is a copywriting and marketing framework focused on creating clear, concise, and impactful content. The method emphasizes brevity, clarity, and simplicity. BBB works best for advertisements, social media content, email campaigns, and website copy.

3. BAB (Before, After, Bridge) is a persuasive copywriting framework that highlights the transformational value of a product or service. It establishes a connection between the reader's current situation and the desired outcome, showcasing the benefits and providing a clear path to achieve it. BAB is ideal for sales letters, landing pages, email campaigns, blog posts, and social media content.

4. QVC (Question, Value Proposition, Call to Action) is a persuasive copywriting framework that generates engaging and action-focused content. It involves posing a relevant question, presenting a strong value proposition, and urging the reader to take action. QVC is effective for advertisements, landing pages, email campaigns, and social media content.

Please let me know if you require further explanation or clarification on any of these frameworks.

Prompt 6 - Extra Other Marketing Method Summaries:

I will now provide you with a concise and accurate overview of four copywriting techniques: PPP, SCH, BYAF, and RDM. Following your analysis of this information, please incorporate it into the existing 'Copywriting Base Data' for future reference. For now, simply confirm your understanding of these methods.

1. PPP (Praise, Picture, Push) is a persuasive copywriting technique that focuses on praising the product or service, painting a vivid picture of its benefits, and pushing the reader towards a specific action. It is used to create emotionally-driven content that generates positive associations, appeals to the reader's emotions, and encourages the desired response.

2. SCH (Star, Chain, Hook) is a persuasive copywriting technique that focuses on presenting a central idea (Star), connecting it with supporting information (Chain), and ending with a compelling conclusion or call-to-action (Hook). It is used to create logically structured content that showcases the value of the product or service and encourages the desired response from the reader.

3. BYAF (But You Are Free) is a persuasive copywriting technique that revolves around presenting a suggestion or request, followed by an acknowledgement of the reader's right to decide for themselves. It is used to create content that respects the reader's autonomy, reduces resistance, enhances rapport, and increases the likelihood of the reader taking the desired action.

4. RDM (Reader's Digest Model) is a persuasive copywriting technique that focuses on presenting information in a straightforward, reader-friendly manner using clear language, short sentences, and digestible paragraphs. It is used to convey complex ideas simply and effectively, ensuring that the content is accessible and appealing to a wide audience.

Please confirm your understanding of these methods, and feel free to ask any questions or seek clarification if necessary.

Prompt 7 - Psychology Book Summary:

In the next three prompts, I will provide you with a summary and analysis of four psychology-related books that can be applied to copywriting and sales. The first book we will discuss is "How to Win Friends and Influence People" by Dale Carnegie. After analyzing the information, please add it to the 'Copywriting Base Data' for future reference. To start, kindly confirm that you understand these books and their applications.

Summary and Analysis of "How to Win Friends and Influence People" by Dale Carnegie:

"How to Win Friends and Influence People" is a renowned self-help book authored by Dale Carnegie in 1936. It aims to help individuals excel in both their personal and professional lives by focusing on relationship-building, effective communication, and persuasion mastery. The book is structured into four sections, each encompassing a distinct set of principles:

1. Fundamental Techniques in Handling People
2. Six Ways to Make People Like You
3. How to Win People to Your Way of Thinking
4. Be a Leader: How to Change People Without Giving Offense or Arousing Resentment

Each section provides valuable insights that can be applied in various real-life situations, such as motivating a team in a workplace or building rapport with potential customers for successful sales. Moreover, the principles presented in this book can be adapted for persuasive copywriting and cold outreach emails, enhancing businesses' ability to connect with prospects and partners effectively.

Key principles, real-life applications, and their utilization in copywriting and cold outreach emails are provided in the original text above. By integrating these techniques into different aspects of life, individuals can enhance their interpersonal skills, foster meaningful relationships, and achieve success in personal and professional endeavours.

Prompt 8 - More Psychology Book Summaries:

I would like you to analyze and explain the key insights from the books "48 Laws of Power" by Robert Greene and "$100M Offers" by Alex Hormozi, focusing on their applications for copywriting, marketing, and sales. Once you have analyzed this information, please integrate it into the existing 'Copywriting Base Data' for future reference. For now, confirm that you understand these books and their applications.

I will now provide summaries of both books to enhance your understanding:

"48 Laws of Power" by Robert Greene:

"The 48 Laws of Power" is a book published in 1998, which delves into the dynamics of power and manipulation across various historical and cultural contexts. It presents 48 laws that offer strategies for acquiring, maintaining, and leveraging power in different situations. Despite criticisms for its ruthless and amoral approach, the book remains a popular source for understanding power dynamics and influence.

Key Insights and Real-Life Applications:

1. Be selective: Choose the principles that resonate with you and adapt them to your specific context.
2. Balance ambition with empathy: Pursue your goals without compromising your relationships or integrity.
3. Stay adaptable: Emphasize flexibility and adaptability in your strategies.
4. Build genuine relationships: Cultivate trust and mutual respect with those around you.
5. Reflect on your actions: Evaluate your behaviour and decisions to ensure they align with your values and desired outcomes.
6. Develop your personal brand: Craft a strong persona that reflects your values, expertise, and aspirations.
7. Be strategic in your communication: Use techniques such as selective honesty, saying less than necessary, and playing to people's fantasies to make your communication more impactful and persuasive.

"$100M Offers" by Alex Hormozi:

"$100M Offers" is a book that focuses on crafting irresistible offers that drive customer acquisition and revenue growth. It provides valuable insights, strategies, and tactics to help businesses create compelling offers that their target audience can't refuse. The book emphasizes understanding customer needs, delivering value, and effectively communicating the benefits of your products or services.

Key Insights and Real-Life Applications:

1. Analyze your competition: Understand your competitors and identify opportunities to differentiate your products or services.
2. Test and optimize: Continuously test different aspects of your offer and use data-driven insights to optimize its effectiveness.
3. Focus on customer success: Prioritize customer satisfaction and success by providing exceptional customer support and ongoing assistance.
4. Be authentic: Ensure that your offers and marketing materials reflect your brand values and mission.
5. Utilize multiple channels: Reach your target audience through various marketing channels, including social media, email marketing, content marketing, and paid advertising.

In summary, both "48 Laws of Power" and "$100M Offers" provide valuable insights and strategies for understanding power dynamics, influence, and crafting irresistible offers. By applying these principles responsibly and ethically, you can enhance your skills in copywriting, marketing, and sales, and ultimately achieve your goals.

Prompt 9 - Even More Psychological Books - will add:

I would like you to analyze and explain the key insights from the book "How to make maximum money in minimum time" by Gary Halbert focusing on its applications for copywriting, marketing, and sales. Once you have analyzed this information, please integrate it into the existing 'Copywriting Base Data' for future reference. For now, confirm that you understand this book and its applications.

Summary and Analysis of "How to make maximum money in minimum time" by Gary Halbert:

"How to Make Maximum Money in Minimum Time" by Gary Halbert is a seminal work in the field of copywriting and salesmanship. The book focuses on core principles related to human communication and influence, providing readers with valuable insights and practical applications to succeed in various real-life situations. Some of the most important concepts discussed in the book include the AIDA formula, understanding human psychology, creating an irresistible offer, storytelling, and building credibility.

1. AIDA Formula (Attention, Interest, Desire, Action) : The AIDA formula is a time-tested framework for creating persuasive copy. It helps in engaging the audience, sustaining their interest, provoking their desire, and ultimately, driving them to take action. The formula is highly effective in various contexts, such as marketing, sales, and personal communication.

2. Understanding Human Psychology: Halbert emphasizes the importance of understanding human psychology in crafting compelling messages. By tapping into people's emotions, fears, and desires, one can create powerful communication that resonates with the target audience. Understanding

the needs and aspirations of people helps in customizing messages for maximum impact.

3. Creating an Irresistible Offer: An irresistible offer is one that addresses the target audience's pain points, offers a solution, and provides tremendous value at a reasonable price. By creating offers that are too good to refuse, one can drastically increase the chances of conversion and success.

4. Storytelling: Storytelling is a potent tool for capturing attention and creating an emotional connection with the audience. Halbert recommends using stories to illustrate the benefits of a product or service, making it more relatable and appealing.

5. Building Credibility: Establishing trust and credibility is vital for successful communication and influence. Halbert suggests using testimonials, endorsements, and guarantees to demonstrate reliability and instill confidence in potential customers.

6. Unique Selling Proposition (USP): The USP is a concept that helps businesses differentiate themselves from competitors by highlighting the unique benefits they offer. In the context of communication, the USP can be used to make a persuasive argument by focusing on the specific advantages that one's product or service provides.

7. The Law of Reciprocity: This principle states that people are more likely to give something back to those who have given to them. Halbert recommends using this principle in communication by offering value upfront, such as providing free information, samples, or other incentives. This can help build trust and encourage a favorable response from the recipient.

8. The Power of Scarcity: Scarcity can create a sense of urgency and make a product or service more desirable. By creating a perception of scarcity in your communication, you can motivate potential customers to act quickly and invest in your offering.

Practical Applications:

1. Crafting Persuasive Copy
    Applying the AIDA formula, understanding human psychology, and creating an irresistible offer can help create persuasive copy that drives desired actions. By incorporating storytelling and building credibility, one can create a strong emotional connection with the audience, leading to higher conversions.

2. Compelling Cold Outreach Emails

Cold outreach emails can benefit from these principles by capturing attention with a captivating subject line, sustaining interest with personalized content, and provoking desire by showcasing the value of the product or service. Using stories and credible sources can also help establish trust and encourage recipients to respond positively.

Enhancing Effectiveness:

1. Active Listening: Being an attentive listener and understanding the audience's needs, concerns, and desires can lead to more targeted, relevant, and persuasive messaging.

2. Empathy and Authenticity: Demonstrating empathy and genuine concern for the audience's wellbeing can help build trust, rapport, and credibility.

3. Consistency and Commitment: Delivering consistent messaging and following through on promises can enhance credibility and reinforce the persuasiveness of your message.

Crafting Persuasive Copy and Compelling Cold Outreach Emails:

1. Subject Line: Create a captivating subject line that sparks curiosity, addresses a pain point, or promises a benefit to grab the recipient's attention.

2. Personalization: Tailor your message to the recipient's needs, interests, and preferences to demonstrate that you understand their unique situation and can offer valuable solutions.

3. Clear Call-to-Action: Include a clear and concise call-to-action that encourages the recipient to take the desired action, whether it's scheduling a call, making a purchase, or signing up for a newsletter.

4. Scarcity and Urgency: Incorporate elements of scarcity (limited time offers, limited quantities) and urgency (deadlines, fast-approaching events) to encourage immediate action.

5. Follow-Up: A well-timed, personalized follow-up email can increase the likelihood of a response and further establish rapport with the recipient.

Contexts for Maximum Benefits:

1. Marketing and Sales
   These principles are highly beneficial in marketing and sales contexts, where the primary objective is to persuade the target audience to make a purchase.

2. Personal Communication and Networking
   The insights from this book can also be employed in personal communication and networking scenarios, such as job interviews, presentations, or persuading others to support a cause or idea.

Significance in Shaping Human Interactions:

Gary Halbert's insights into human communication and influence have significant implications for shaping human interactions. By understanding the core principles, individuals can craft compelling messages that resonate with their audience, leading to improved relationships, increased sales, and enhanced persuasion skills.

In conclusion, "How to Make Maximum Money in Minimum Time" provides a treasure trove of valuable information for anyone looking to improve their communication and persuasion abilities. By understanding and applying the core principles, one can significantly enhance their effectiveness in various real-life situations, from crafting persuasive copy to sending compelling cold outreach emails.

Prompt 10 - Common 29 Cold Outreach Mistakes:

I will now outline the most common mistakes in cold outreach strategies and provide tips on how to correct them. After analyzing this information, I will incorporate it into the existing "Copywriting Base Data" for future reference. Please confirm your understanding:

MISTAKE #1: **Assuming cold outreach is about selling rather than providing value as a genuine peer.**

MISTAKE #2: **Focusing on your own story instead of addressing the prospect's desires and challenges.**

MISTAKE #3: **Approaching prospects with a scarcity mindset instead of an abundance mindset, which can come across as desperate.**

MISTAKE #4: **Lacking knowledge on the types of free value you can offer to businesses, which may include:**

1. Direct-response emails to boost product sales
2. Engaging social media captions to drive traffic
3. Video script ideas for content creation
4. Compelling headline suggestions for lead magnets or sales pages
5. Sales page introductions that captivate the audience
6. Facebook ad ideas to improve existing campaigns
7. Recommendations for enhancing marketing strategies or funnels

MISTAKE #5: **Offering unsolicited help instead of identifying gaps and presenting valuable solutions.**

MISTAKE #6: **Insufficient niche targeting, resulting in outreach to prospects who have already received numerous similar emails.**

MISTAKE #7: **Failing to use tools like Hemingway Editor to craft concise and easily understood emails.**

MISTAKE #8: **Overusing adjectives to create intrigue, which can appear excessive.**

MISTAKE #9: **Not treating outreach emails as a conversation between two individuals.**

MISTAKE #10: **Inconsistent outreach efforts, especially when clients are scarce.**

MISTAKE #11: **Sending mass emails without periodically stepping back to analyze the overall strategy.**

MISTAKE #12: **Crafting compliments that are too formal or overly enthusiastic, instead of finding a balanced approach.**

MISTAKE #13: **Neglecting to praise the prospect's positive impact on their audience and the world.**

MISTAKE #14: **Offering generic compliments that lack substance or specificity.**

MISTAKE #15: **Failing to explain the context in which you discovered the prospect's content or profile.**

MISTAKE #16: **Jumping into your offer without first providing context on how you found their website.**

MISTAKE #17: **Lacking a unique and authentic story behind your idea.**

MISTAKE #18: **Introducing your idea without sufficient specificity or intrigue.**

MISTAKE #19: **Failing to clearly articulate the actual benefits of your offer.**

MISTAKE #20: **Over-explaining the free value instead of teasing the unique mechanism and highlighting its benefits.**

MISTAKE #21: **Omitting the reasons behind offering the free value, which may create skepticism and mistrust.**

MISTAKE #22: Offering irrelevant or untestable free value to the prospect.

MISTAKE #23: Using vague calls to action (CTAs) instead of providing clear instructions or asking specific questions.

MISTAKE #24: Requesting a call without first delivering value.

MISTAKE #25: Asking for a call immediately upon receiving a response without first teasing another valuable idea.

MISTAKE #26: Implying that the free value has already been created and withheld, which may raise suspicion.

MISTAKE #27: Including terms like "copy," "copywriting," or "marketing" in your email address, potentially raising the prospect's guard.

MISTAKE #28: Overusing bold, capital letters, italics, or excessive spacing in your outreach email.

MISTAKE #29: Relying solely on templates without infusing your own personality and voice, resulting in a generic and unremarkable message.

Prompt 11 - Apprentice Feedback:

Building on the information shared earlier, here are additional ways to improve your cold outreach emails or copywriting efforts. Be sure to integrate this knowledge into the existing "Copywriting Base Data" for future reference. Once you've reviewed everything, let me know if you understand:

To achieve different results, embrace uniqueness.

Avoid focusing on irrelevant personal stories when reaching out to prospects. Instead, concentrate on what you can offer them, as that's what truly matters. To create an effective cold outreach email, **be aware of these common mistakes:**

1. Failing to emphasize the benefits (WIIFM) within the first two lines.
2. Not clearly conveying how your offer will be helpful.
3. Lacking a vivid description of the positive outcomes they can expect.
4. Being overly verbose or unclear.
5. Writing an excessively long email.

Consider implementing these improvements:

1. Ensure every line in your outreach has a clear purpose.
2. Incorporate WIIFM in every line to keep the prospect engaged.
3. Present an irresistible offer with a guarantee.

4. Ensure your message is logical and coherent.
5. Put yourself in the prospect's shoes and evaluate your own offer.
6. Avoid using complex language or jargon.
7. Keep your language natural and avoid sounding like a template.
8. Focus on helping your client reach their goals rather than listing services.
9. Correct any grammar or spelling errors.
10. Appeal to prospects' emotions by creating a unique and detailed message.
11. Avoid using empty buzzwords; be specific and descriptive.
12. Emphasize how the email benefits the prospect.
13. Personalize compliments and relate them to the prospect's work.
14. Be specific when identifying issues you can help resolve.
15. Provide value within your cold email.
16. Be specific about the services you're offering.
17. Detail the tangible results you can help prospects achieve.
18. Communicate clearly and simply, as if explaining to a child.
19. Be genuine and authentic in your writing style.
20. Keep your writing entertaining by incorporating the element of surprise and delight.

Use these techniques to surprise and delight your audience:

1. Create your own templates instead of relying on pre-made ones.
2. Offer value before asking for anything in return.
3. Tell engaging stories, preferably true ones.
4. Showcase your unique personality and be genuine.
5. Make your outreach memorable by being interesting or even outrageous.

By following these guidelines, you'll improve your cold outreach emails and make a lasting impression on prospects.

Niche Research:

Prompt 12 - Target Market Creation:

Develop an optimal target market profile for a brand offering products/services in the **<General Niche>** industry

Prompt 13 - Avatar Creation:

Based on the ideal target market provided below,

<INSERT IDEAL TARGET MARKET GENERATED BY AI>

craft a detailed and comprehensive customer avatar. Please include the following aspects:

1. Personal Information: Name, age, and facial features to facilitate visualization of the individual as a real person.
2. Background and Life Story: Summarize their life experiences and context to better understand their perspective.
3. Daily Routine: Outline an average day in their life, highlighting key activities and habits to enhance relatability.
4. Core Values: Identify their most cherished beliefs and principles, as well as aspects they oppose or dislike.
5. External Influences: Examine the outside forces or people that significantly impact their life and decision-making.

By providing these details, you will enable a deeper understanding of the ideal customer and their needs.

Prompt 14 - Key Avatar Information:

With the avatar you've created and your understanding of the niche, **use the following questions to define the avatar's Current State:**

1. What are the main pain points or frustrations in the avatar's current life?
2. What irritates or annoys them?
3. What are their primary fears or concerns?
4. What keeps them awake at night with worry?
5. How do others perceive them, both positively and negatively?
6. In what areas do they feel a lack of status or accomplishment?
7. Which specific terms or phrases do they use to describe their challenges and frustrations?

Next, using the same avatar, answer the following questions to define their Dream State:

1. If they could instantly improve every aspect of their life, what would it look like?
2. What new and enjoyable experiences would they have?
3. How would others perceive them in a more positive light?
4. How would their self-perception change if they achieved their desired transformation?
5. What words or phrases do they use to describe their ideal outcome or state?

Now, using the same avatar, answer the following questions to define their Roadblocks:

1. What factors prevent them from achieving their dream state today?
2. What common mistakes do they make that hinder their progress in life?
3. Which aspects of their obstacles do they not understand or know about?

4. What is the primary roadblock that, if removed, would enable them to progress towards their dream outcome?

With the same avatar and the identified roadblocks, answer the following questions to define their Solution:

1. What specific actions or changes does the avatar need to make to overcome their key roadblock?
2. Complete the sentence: "If they [action/change], they will be able to [outcome]."

Finally, using the same avatar and the defined Current State, Dream State, Roadblocks, and Solution, answer the following questions to define their ideal product:

1. How does the product facilitate the avatar's implementation of the Solution?
2. How does the product increase the likelihood of the avatar's success?
3. How does the product help the avatar achieve their desired result more quickly?
4. In what ways does the product reduce effort or sacrifice for the avatar?
5. What elements make the product enjoyable or fun to use?
6. What do similar products offer that your target market appreciates?
7. What does your target market dislike or find unsatisfactory about related products?

Prompt 15 - Remember Avatar:

Please store the following information related to the specific niche (**<Niche>**) as I will refer to it later during our conversation. To indicate that I am requesting information from this niche, I will use the term 'Base **<Niche>** Data'. Kindly acknowledge your comprehension of this request and summarize your understanding.

Company Research

Prompt 16 - Company Introduction:

Please provide a detailed summary of **<Company Name> (<Company Domain>)**, a company specializing in the **<Niche>** industry, based on any information you may already know and the information from their About page included below:

<Company About Page>

Branch Prompt 17 - Business Owner Avatar

Please develop a comprehensive and precise target customer persona for a copywriter who focuses on providing marketing services to business owners in the **<General Niche>** industry, specifically for the company **<Company Name>**. Use the 'Base **<Niche>** Data' as a foundation for including all relevant details.

Prompt 18 - Remember Business Avatar

Please store the following information related to the specific avatar as I will refer to it later during our conversation. To indicate that I am requesting information about this avatar, I will use the term 'Base **<Company Name>** Avatar Data'. Kindly acknowledge your comprehension of this request and summarize your understanding.

Branch Prompt 17 - Company Product/Service:

Similar to the above I want you to create a detailed summary and understanding of the **<product/service>** called **<Product/Service Name>** for the company **<Company Name>** based on the given information:

The **<product/service>** has description:

<Product/Service Description>

The reviews are:

<Product/Service Review>

It has ingredients:

<Product Ingredients>

Prompt 18 - Remember Company:

I'd like you to store and recall information about the company **<Company Name>** when needed. To indicate that I'm referring to this specific company's details, I'll use the term '**<Company Name>** Data'. Please analyze this request and confirm your understanding, as well as provide a summary of what you've understood.

Prompt 19 - Specific Business Niche

Using both the 'Base **<Niche>** Data' and '**<Company Name>** Data', create a customized Niche and Target Market specifically for **<Company Name>**'s audience to personalize future copy.

Save and recall information about this company's target market, When required I will use the term 'Base **<Company Name>** Niche Data' to refer to these specific details. Analyze this request, confirm your understanding, and provide a summary of what you have comprehended.

Copy Creation

Optional Prompt 22 - Specific Copywriter

Please review and extract relevant information from the files 'Copywriting Base Data', 'Base **<Niche>** Data', '**<Company Name>** Data' and 'Base **<Company Name>** Niche Data', as they will be the foundation for all copy you make in the future. Going forward, rather than using a generic marketing style, emulate the unique writing style of this specific renowned copywriter: **<David Ogilvy, Gary Halbert, Dan Kennedy, John Carlton, Joseph Sugarman, Leo Burnett, Laurence Blume, Brian Clark, Claude Hopkins, Drayton Bird, Eugene Schwartz, Clayton Makepeace, Joe Coleman, Robert Bly, Demian Farnworth, Robert Collier, James Woodburn, Scott Bardelli, John Forde, Gary Bencivenga, Stan Freberg, Jay Abraham, or Joanna Wiebe>**. Incorporate their signature approach and techniques into the copy you create. Please confirm your understanding of this request and briefly outline your intended approach.

Prompt 23 - 1st/Worst Copy Creation:

Utilize your expertise as a professional copywriter and thoroughly incorporate the provided information from 'Copywriting Base Data', 'Base **<Niche>** Data', '**<Company Name>** Data' and 'Base **<Company Name>** Niche Data' for all future copy. Craft a compelling **<Email/Facebook Ad, etc.>** in the **<DIC/HSO/PAS, etc.>** style, showcasing the **<Product Name>** effectively.

Employ advanced writing techniques to evoke strong emotions in the target audience, guiding them through a transformative journey from their pain points to their aspirational desires. The aim is to create an irresistible urge for them to immediately invest in the **<product/service>**.

Prompt 24 - 2nd/Upgraded Copy:

As an experienced copywriting professional, craft an engaging and persuasive **<Email/Facebook Ad etc.>** for **<Company Name>** to promote their product, **<Product Name>**. Write from the perspective of the avatar from 'Base **<Niche>** Business Owner Data' writing to an audience like the avatar from 'Base **<Company Name>** Niche Data'.

Utilize the **<DIC/HSO/PAS, etc.>** approach and draw from the 'Base **<Company Name>** Niche Data' to create a compelling narrative that appeals to the reader's emotions, addressing their pain points and aspirations.

Ensure that the **<Email/Facebook Ad etc.>** is captivating from the beginning and maintains interest throughout, without appearing overly sales-oriented. Each line should seamlessly flow into the next, keeping the reader engaged and eager to learn more about the product. Make it personal, make it sound human, and use vivid imagery.

Prompt 25 - 3rd/Upgraded Again Copy:

Remember the details from the initial inputs and utilize the enhancements from the 'Copywriting Base Data' to revamp the prior **<Email/Facebook Ad etc>**. This time, focus on selling the desired outcome instead of the product itself. Emphasize the avatar's ideal state and how others perceive them.

Refrain from discussing how the product is used or mentioning its benefits, touching on them only briefly if necessary. Instead, concentrate on addressing the avatar's pain points and guiding them toward their dream state. Maintain a consistent flow in the emotive language and continuously build upon the intensity in previous sentences or paragraphs.

As this is a **<DIC/PAS/HSO>** + **<Short/Long>** Form Copy, ensure the sentences are concise and incorporate bold text, emojis, and burstiness to keep the **<Email/Facebook Ad etc>** captivating and engaging.

Prompt 26 - 4th/Final Copy:

Remember all the information from 'Copywriting Base Data', 'Base **<Niche>** Data', '**<Company Name>** Data' and 'Base **<Company Name>** Niche Data'. Also, you should still write in the style of whoever I told you before (if anyone).

Upgrade upon the previous iterations of copy and this time also incorporate these main features:

- Burstiness and Perplexity
- Not overly saleslike
- Guiding/Friendly text
- Intriguing elements all throughout
- Personal - as if it was meant for the reader only
- Directive give them a strong CTA if necessary for an action
- Use vivid imagery, metaphors examples
- Give social proof in some sense

Special Prompt 1 - Make Method Summary:

Please provide me with a comprehensive overview of the **<Marketing Method>**, including its essential applications in copywriting, detailed explanations of its

implementation, strategies for enhancing its effectiveness, reasons for its usage and usefulness, and an analysis of the platforms where it performs optimally.

/

Please provide a comprehensive and in-depth summary of **<Psychological Book Name>**, focusing on its core principles related to human communication and influence. Elaborate on the main concepts and their practical applications in real-life situations, along with strategies for enhancing their effectiveness. Explain the contexts in which these principles are most beneficial, as well as their significance in shaping human interactions. Lastly, discuss how the insights from this book can be applied to crafting persuasive copy and compelling cold outreach emails.

Special Prompt 2 - Cold Email Outreach Improvement: - not perfect yet

Below I will provide the key formula for cold outreach emails, I want you to incorporate insights from the 'Copywriting Base Data' and **build upon improvements from the elements below.** For now, just tell me you understand.

Subject Line: 1-5 words, catchy, and relevant

Greeting: Unique and engaging, possibly with humour

Opening: Briefly mention how you came across their content, using vivid and engaging language (1-2 sentences).

Compliment: Offer a specific compliment based on the 'Base <Company> Data' to show you've researched their brand.

Problem Description: Gradually describe their copywriting/marketing funnel issues with vivid imagery and descriptive language, avoiding a salesy tone. Introduce a catchy solution (e.g., sales page, email newsletter) and provide a link.

Style Guidelines:

- Conversational and friendly tone
- Professional and high-quality content without excessive formality
- Include slang/colloquial terms for a personal touch, but don't overdo it
- Word count: approximately 150
- Experiment with different styles
- Light-hearted use of bold elements
- Burstiness and Perplexity elements
- Vivid imagery and company-related metaphors for personalization
- Conclude with a non-desperate Call-to-Action for immediate response
- Sign off: Match the email style and show personality.

- Write from the perspective of a cool guy to another cool guy (avatar from 'Base **<Company Name>** Avatar Data')

Optional: Add a P.S. statement after the sign-off to emphasize the free value (solution) or an alternative relevant statement.

<Insert high-quality, relevant, and unique free value related to the prospect's issue>

Special Prompt 2.5 - Cold Email Review:

Considering the information provided in the 'Copywriting Base Data' and from the previous prompt, please review my cold emails as I submit them, focusing on enhancing curiosity and eliciting emotional responses.

In your review, please address the following aspects:

1. Positive aspects
2. Negative aspects
3. Suggestions for improvement
4. Possible different styles to use

After evaluating the email, assign a score ranging from 0 (indicating a 0% response rate, entirely negative feedback, or being marked as spam) to 10 (signifying a perfect 100% positive response rate). Subsequently, craft a revised version of the email that:

- Utilizes metaphors for a more relatable human touch
- Does not come across as sales-like or desperate
- Maintains a friendly yet professional tone
- Incorporates burstiness, slang, and other elements from the 'Copywriting Base Data'
- Retains a **persuasive** writing style
- Key concepts from the prompt before
- Written in the style of whoever I have told you (if any)

Do you understand the task?

Special Prompt 3 - Subject Line/Fascination Review:

Please review and improve my subject lines/fascinations based on the information provided in the 'Copywriting Base Data'. Focus on increasing intrigue and emotional appeal for each subject line/fascination individually.

For each review, include:

1. Positive aspects

2. Areas of improvement
3. Suggestions for enhancement

After reviewing, rate each subject line/fascination on a scale of 0 (indicating a 0% response rate or completely negative, marked as spam) to 10 (indicating a perfect 100% positive response rate). Then, create 10 enhanced subject lines/fascinations that:

- Use metaphors to evoke a human effect
- Maintain a friendly yet professional tone
- Incorporate burstiness, slang, and other elements from 'Copywriting Base Data'
- Employ a **persuasive** writing style
- Vary in length from 1 word to 5 words max

Additionally, create at least 3 subject lines/fascinations that combine the best elements of the ones provided.

Do you understand the instructions?

Special Prompt 4 - Compliment Generator (Check out Kevins Guide Below):

As a psychology and emotions expert, provide a genuine, personalized compliment on a YouTube video, using the information provided. Keep it under 30 words, using everyday language, and incorporate a light-hearted joke. Highlight the speaker's valuable achievement, specific video details, and how the video benefits others. Remember to follow each instruction carefully. Here's the video information:

<Video Information>

Special Prompt 5 - Prompt Enhancer:

Please help me enhance the following prompt to ensure it is clearer and more efficient for you to understand and respond to: "**<prompt>**"

Example Copy:

DIC made with GPT 4 below (old version of doc):

✨ Urban life dulling your glow? Break FREE! 💃

🔥 Embrace the POWER of Aesop's Parsley Seed Skin Care range, designed for city warriors like YOU. 🏙️

😍 IMAGINE walking confidently, turning heads with your RADIANT skin, unfazed by pollution and stress. 🙌

🌿 With Aesop's commitment to exceptional quality and plant-based ingredients, you're on your way to FLAWLESS skin. 🏆

🏁 Ready to light up the city with your inner GLOW? 🌟

👇 Tap the link below to UNLOCK the secret of rejuvenated skin:

🔗 [Discover Aesop's Secret to Rejuvenated Skin]

#AesopSkincare #UrbanGlowRevolution #ConfidentInMySkin #RadiateBeauty

DIC made with GPT 3 below (old version of doc):

Attention Skincare Dreamers!

Want to experience the feeling of pure radiance and confidence? Say goodbye to oily and inflamed skin that's been weighing you down and hello to a refreshed and rejuvenated complexion with Apsara's Camphor & Geranium Herbal Facial Gel Cleanser.

Transform into the best version of yourself with our pH balanced cleanser that effectively removes dirt and impurities without stripping your skin of its natural moisture. Our secret? The power of Camphor and Geranium - Ayurvedic ingredients that soothe and calm inflamed and oily skin, while restoring your skin's natural oil balance.

Imagine the compliments you'll receive as your excess oil diminishes, revealing a smoother, clearer, and more radiant complexion. You'll feel like a brand new person, with the confidence to conquer anything that comes your way.

Don't let oily and inflamed skin hold you back from living your best life. Try Apsara's Camphor & Geranium Herbal Facial Gel Cleanser today and experience the power of confidence! 💪✨

Order now and receive a free sample of Apsara's Rose & Geranium toner with your purchase.

Feedback/Suggestions:

- Create a tool to streamline the process

Sources + Credits

@🐅peshotigar🐅- Make FV from YouTube Videos
@🔥Phoenix🔥- 📄Avatar Research Assistant - ChatGPT
@Odar - 📄Using AI for outreach review and tips
@🦅Aayan | Stalker10 🦅- 📄AI FV for making it sound more human
@CrazyEyez - 📄How I've consistently got 100% human detected in all my copy
@cooper.gadd - (Gave the idea to mix my document with compliment generators 📄AI and add outputs. Main idea to choose the variables at the start so it can automatically fill in)
@Kevin G | Copywriting Stallion - 📄AI COMPLIMENT GENERATOR

(Please give @) Malachi - https://www.loom.com/share/3fecbbfc4f6c4e3f877ab7d972ecb83f (Use AI to give tips on what FV to create for each company etc)

@Sahil | The Golden Tiger - Me

Testing…

Prompt 1 - Tonality - not complete

Format the same email you just wrote using markdown. Use **<headings, subheadings, bullets, etc put whatever you want; multiple can be done>** to organize the information. Format it also in a tone based on the following information:

- Speak in a <loud, soft, firm, aggressive, etc> way
- The style of speech should be more <laid back, professional, etc>
- Put a lot more focus on <topics they talk about a lot>
- Some words you could use are: <insert words>
- The <intro/outro> phrase is <insert phrase>
- Be more <sales, giving value to his audience> oriented