

Copywriters to emulate:

David Ogilvy:

Often called the "Father of Advertising," Ogilvy was known for his **clear, concise, and persuasive copywriting style**. He emphasized the importance of research and understanding the consumer, which informed his persuasive headlines and informative content. Ogilvy's style is characterized by a focus on the product's benefits, storytelling, and using simple, relatable language.

Gary Halbert:

Known as "The Prince of Print," Halbert's copywriting style is famous for its **emotional appeal, rawness, and personal touch**. He excelled at making readers feel like they were receiving a letter from a friend, using storytelling and a conversational tone. Halbert's style is also characterized by compelling hooks, attention to detail, and an emphasis on the problem-solution approach.

Joe Sugarman:

Sugarman's copywriting style is characterized by his **use of "triggers" or psychological techniques that encourage readers to take action**. His approach is often referred to as "conversational selling," as he aimed to create a rapport with the reader through casual, friendly language. Sugarman's style is also known for using humor, anecdotes, and examples to illustrate product benefits.

Dan Kennedy:

Dan Kennedy's copywriting style is focused on **direct response marketing**, which aims to evoke an immediate response from readers. His style is characterized by powerful headlines, a focus on the target audience's desires, and an emphasis on exclusivity and urgency. Kennedy's writing is also known for its no-nonsense, straightforward approach that directly addresses the reader's needs.

Eugene Schwartz:

Schwartz was a pioneer in using **psychological triggers and market research to craft effective copy**. His style is characterized by the use of short, punchy sentences, powerful headlines, and a focus on the product's unique selling proposition (USP). Schwartz also emphasized the importance of understanding consumer behavior and motivations to craft copy that resonates with the target audience.

Drayton Bird:

Known for his wit and humor, Drayton Bird's copywriting style is both **informative and entertaining**. He is a proponent of "common sense marketing" and places a strong emphasis on understanding the customer. Bird's writing is characterized by its clarity, simplicity, and use of stories to engage the reader and communicate the product's benefits.

Jay Abraham:

Jay Abraham's copywriting style focuses on **building trust with the reader by providing valuable and relevant information**. He is known for using a consultative approach, positioning himself as an expert in the field, and addressing the reader's concerns and objections. Abraham's writing is characterized by a focus on the long-term relationship with the customer, rather than just making a quick sale.

John Carlton:

Often called the "Most Ripped-Off Copywriter on the Planet," John Carlton's copywriting style is known for its **raw, edgy, and bold approach**. He excels at crafting copy that grabs attention and evokes strong emotions. Carlton's writing is characterized by a focus on storytelling, relatability, and powerful hooks that draw the reader in.

Joanna Wiebe:

As the founder of Copy Hackers, Joanna Wiebe is known for her **data-driven and results-oriented copywriting style**. She emphasizes the importance of research, testing, and iteration in crafting effective copy. Wiebe's style is characterized by its clarity, actionable advice, and a focus on addressing the reader's pain points and objections.

Robert Bly:

A prolific author and copywriting expert, Robert Bly's style is rooted in a **deep understanding of human psychology and persuasion techniques**. His writing is characterized by its logical structure, clear and concise language, and emphasis on the unique selling proposition (USP) of the product. Bly is also known for his ability to create compelling calls-to-action that motivate readers to take action.

Victor O. Schwab:

Known as one of the greatest **mail-order copywriters**, Schwab's copywriting style is characterized by its persuasive nature and ability to sell products through compelling storytelling. His writing emphasizes the use of powerful headlines, bullet points, and clear calls-to-action. Schwab also focused on presenting the product's benefits in a concise and appealing manner.

Brian Clark:

The founder of Copyblogger, Brian Clark is known for his **content marketing-focused copywriting** style. His writing is characterized by its educational and informative approach, which aims to provide value to the reader. Clark's style is also known for its strong headlines, storytelling, and strategic use of keywords for SEO purposes.

Lorrie Morgan:

Also known as "The Red Hot Copywriter," Lorrie Morgan's copywriting style is characterized by its **playful, engaging, and persuasive** nature. She is known for her ability to connect with readers emotionally and create copy that stands out. Morgan's writing is focused on using humor, personal anecdotes, and strong visual elements to make an impact.

Bob Bly:

Another renowned copywriter named Bob Bly (different from Robert Bly mentioned earlier) is known for his **versatile copywriting style** that adapts to various industries and niches. He excels at creating copy that is both informative and persuasive. Bob Bly's writing is characterized by its clear structure, attention to detail, and emphasis on the product's unique selling points.

Parris Lampropoulos:

As one of the most successful **direct-response copywriters** in the industry, Parris Lampropoulos' copywriting style is characterized by its ability to evoke strong emotions and create a sense of urgency. He is known for crafting compelling headlines, engaging storytelling, and using powerful psychological triggers to persuade readers to take action. Lampropoulos' writing also focuses on addressing the reader's pain points and presenting the product as the ultimate solution.

Clayton Makepeace:

With a career spanning over four decades, Clayton Makepeace was one of the highest-paid copywriters. His style is known for its **persuasive power, emotional resonance, and ability to create a sense of urgency**. Makepeace's writing is characterized by compelling storytelling, attention-grabbing headlines, and detailed explanations of the product's benefits.

Ben Settle:

Ben Settle, an email marketing expert, is known for his **daily email strategy** and unique copywriting style. His writing is characterized by its conversational tone, personal anecdotes, and a focus on addressing the reader's objections. Settle's style also incorporates humor and a strong, opinionated voice to engage and entertain the reader.

Ray Edwards:

As an expert in direct-response copywriting, Ray Edwards' style is known for its **persuasive power and focus on the customer**. His writing is characterized by clear, concise language, compelling storytelling, and a logical structure that guides the reader through the copy. Edwards also emphasizes the importance of ethical persuasion and the use of testimonials and case studies to build credibility.

Carline Anglade-Cole:

A leading copywriter in the health and wellness industry, Carline Anglade-Cole is known for her ability to **make complex information accessible and engaging**. Her writing style is characterized by its conversational tone, personal stories, and a focus on the product's unique benefits. Anglade-Cole also uses powerful headlines and subheadings to grab the reader's attention and maintain their interest.

Nick Usborne:

As an early advocate for web-based copywriting, Nick Usborne has developed a style that is **tailored to online audiences**. His writing is characterized by its scannable structure, use of clear and concise language, and focus on the reader's needs and desires. Usborne's style also emphasizes the importance of creating a seamless user experience, using persuasive calls-to-action and engaging headlines to guide the reader through the copy.

ChatGPT Prompt to go deeper into Tone, Style and Structure

Describe [Copywriter]'s copywriting tone, style and structure to help write better copy using chat gpt

Example output with GPT-4

John Carlton is a renowned copywriter known for his persuasive and direct approach to copywriting. Here is a summary of his tone, style, and structure, which you can use as guidance for writing better copy using ChatGPT:

1. Tone:

- **Conversational:** John Carlton's tone is informal and conversational, as if he's talking directly to the reader. He uses everyday language, contractions, and colloquial expressions to establish rapport and make the reader feel understood.
- **Emotional:** He taps into the reader's emotions, desires, and fears to create a connection and make the copy more impactful.

- Urgent: Carlton creates a sense of urgency in his copy by emphasizing the importance and scarcity of the product or service. This encourages readers to take action quickly.
2. Style:
- Clarity: Carlton values clarity over cleverness. He uses simple, clear language to communicate the benefits of the product or service, making it easy for the reader to understand.
 - Storytelling: He often incorporates stories into his copy to make it more engaging and relatable. These stories usually have a hero, a conflict, and a resolution, and serve as powerful illustrations of the product's benefits.
 - Bold and provocative: Carlton's copy is often bold and provocative, grabbing the reader's attention and challenging their beliefs or assumptions.
3. Structure:
- Attention-grabbing headline: Carlton starts with a powerful headline that grabs the reader's attention and piques their curiosity.
 - Opening hook: He follows the headline with an opening hook that connects with the reader's emotions or problems and keeps them engaged.
 - Benefits and features: Carlton focuses on presenting the product's benefits first, and then supports them with features. He uses bullet points to make these sections easy to read and understand.
 - Testimonials and social proof: To build credibility, he includes testimonials and social proof, such as case studies, customer reviews, or endorsements from experts.
 - Offer and call-to-action (CTA): Carlton presents a clear and compelling offer, followed by a strong CTA that urges the reader to take action immediately. He often uses time-sensitive incentives or limited availability to create a sense of urgency.
 - Postscript (P.S.): Finally, he typically adds a P.S. that highlights a key benefit, reinforces the urgency, or adds an additional incentive to take action.

By emulating John Carlton's tone, style, and structure, you can improve your copywriting skills using ChatGPT and create persuasive, engaging copy that drives action.