

Using AI to Write Content for Your Sales Letter

Copywriting might be an art form, but it just got much easier to create good copy for your emails, adverts, and sales letters. With good copywriting skills and the help of [ChatGPT](#), you will stand out from the rest.

Don't you want people to open and read your emails, click on your ads, and read your sales letter to the end?

This will make a huge difference in your sales and will allow you to grow your online business much faster. We all want passive income streams, and the written word and videos can do it for us hands-free while you sleep.

There Are Three Main Criteria

Well written copy must have these three things in the correct proportions:

1. Tension – will keep your reader's attention.
2. Desire – is what makes your prospect want to buy your offer.
3. Pacing – will determine when your pitch will be successful.

You must get this right for conversion or people will not read your emails, click on your ads, or consume your sales letter or video.

Unfortunately, ChatGPT will not use these three effectively when you ask it to create content for you. You must tell it to use it with in-context learning and with the correct pre-prompts.

Your headline (or subject line) plus your introduction is the most important part of any content that you create. A good storyline will also help to retain the attention of your reader. You can make use of open loops to keep them glued to the screen.

Your story must focus on the results that your readers will get.

Creating Your Headline and Introduction

You may ask ChatGPT to help you with your headline and it normally is very good at it. Again, it would be the best to give it your data to base its answer on.

You can ask ChatGPT what headlines would catch your ideal customer's attention the best, based on what your offer is. Give it your offer with all the benefits listed as well as a description of what it can do for your customer. How it can take them from where they are to where they want to be.

You can then ask ChatGPT to rate these headlines from 1-10 and try them as subject lines for your emails. This is an easy way to test what works best for your audience.

The emails with the most opens will show you in what your list members are most interested in. You can then use these same headlines for your ads or social media posts.

The next thing that you can do is to create a lead magnet with the same name as your winning headline. Remember that this lead magnet should solve some initial problem for the user. This will make them trust that you can deliver what they want.

Your main offer can then take them further on their journey.

You can also ask ChatGPT to write an introduction for your lead magnet by using the following prompt:

"Pretend you are a professional direct response copywriter. Create an introduction for my lead magnet on the [TOPIC] using the data at the end of this prompt to base it on. Do not use exclamation marks. Create it as if it were a scene from a movie, with a twist ending and a massive cliff-hanger: [YOUR DATA]." (Include the headline for your lead magnet here as well.)

You can try several iterations until you are satisfied with your introduction. You might even decide to use a combination of them. Always check that the copy you use is factually correct. ChatGPT can make mistakes.

This is the result that I got when I gave ChatGPT a similar prompt.

****Introduction for Lead Magnet: "Unlock the Secret to Effortless Content Creation"****

Imagine this: You, the visionary entrepreneur, standing at the crossroads of your digital journey. In one direction, a path fraught with frustration, sleepless nights, and wasted resources. In the other, a pathway bathed in the warm glow of success, where your emails are opened, your ads are clicked, and your sales letters are devoured to the very last word.

Welcome to a world where the words you write aren't just letters strung together; they're magnetic forces that pull your audience closer, where your content isn't a struggle, but a symphony of creation. This, my friend, is where your online business transforms into a thriving empire.

But, like any good story, there are three key elements that must come together: tension, desire, and pacing. Without them, your content will languish, lost in the digital abyss, unheard and unseen.

You see, there's a hidden secret that sets the champions apart from the masses. A secret that can make or break your online business. It's a secret so powerful, so transformative, that it can turn your content into a revenue-generating machine.

But here's the twist: ChatGPT, as incredible as it is, won't reveal this secret without the right knowledge. It won't harness the full potential of tension, desire, and pacing unless you guide it with precision.

Your headline, your introduction—these are the opening scenes of your content masterpiece. They're the hooks that captivate your audience, leaving them yearning for more. And the storyline that follows? It's not just about words; it's about the results it promises.

Now, picture this: You, at the helm of your content kingdom, with ChatGPT as your trusted ally. You ask it for headlines that will set your ideal customers' hearts racing. You test, refine, and watch as your emails become eagerly anticipated, your ads are devoured, and your social media posts explode with engagement.

But here's where it gets exciting. You'll create a lead magnet—a solution that addresses your audience's initial woes, a beacon of trust that shows you're the real deal. Your main offer? It'll take them on a journey they've only dreamt of.

As your story unfolds, you'll amplify the problem, magnify the stakes, and hint at the wondrous solution you've discovered. ChatGPT, your trusty companion, will craft a unique mechanism, setting your offer apart from the competition. You won't sell hard; you'll share the abundant benefits your offer bestows.

And, in the grand finale, you'll address every objection with irresistible bonuses, making it impossible for them to resist. A no-risk guarantee will ease their last reservations, and a free session with you will prove your commitment.

But that's not all. In another guide, you'll unlock the secrets of video ads that convert, powered by AI, and watch your brand soar to new heights.

In conclusion, with ChatGPT as your guide, you'll unearth the desires, dreams, fears, and aspirations of your ideal customers. Piece by piece, you'll craft content that keeps them hooked, driving more subscribers to your list, making more sales, and propelling your business to greatness.

If you're ready to embark on this journey to content mastery and unlock the doors to affiliate riches, follow this link for invaluable resources, tactics, and strategies that have worked wonders for me. And, if this guide has shed light

on your path, don't hesitate to share it with your fellow entrepreneurs. Together, we'll rise to new heights.

Not too shabby, don't you think?

Your Lead Magnet Content and Conclusion

You can do something like before to get ChatGPT to write the content of your lead magnet. It might even come up with good suggestions of how you can solve an initial problem for your prospect.

In my experience it is better to break your questions down for ChatGPT rather than asking it to write a complete article on a certain subject. More prompts can get you more ideas to work with. You can also ask it for the number of words to write each section.

Work on the prospect's needs, wants and desire as well as their fears and objections. ChatGPT can help you to determine these aspects of their goals, concerns, dreams, fears, objections and buying triggers.

In your lead magnet you first work on "selling" this first solution to your prospect to ensure that they get results. Now this will motivate them to see what next you have to offer.

Build tension by magnifying the problem that they have. How them, not solving their problem, can just lead to more problems. Use pacing not to reveal your solution too soon. Just hint at what it can do for the customer if they have access to your offer.

Tell them how you happen to find the solution that made all the difference in your business and how it can give them what they desire as well. ChatGPT can help you to create a great positive hook or unique mechanism that you can present to your readers. Tell it to construct it as the only or best solution to their problem.

This is where you separate your offer from your competition and become the go-to expert on your chosen topic. Do not hard-sell your readers on your offer but let them know about all the benefits it will give them.

You end with your pitch where you address all their objections by offering bonuses with which they can overcome their remaining obstacles. Also give them a no-risk money back guarantee to try your offer out for 30 days. A great bonus can be a free session with you to determine their biggest problem.

In another guide ([that you can download here](#)) I show you how you can find winning video ads to base yours on and how you can use AI to create videos for you as well. You can then use these high converting videos as social media posts or for your ads.

You can even use it in the place of a lead magnet guide to get lots of new subscribers.

In Conclusion

The main objective is to get help from ChatGPT (the upgraded version works better than the free version) to find out what your ideal customer wants, what their goals, dreams, fears, and desires are.

This will show you what your lead magnet or video should give them as well as what your main offer should provide them.

Break the project down into bite-sized sections for ChatGPT and let it give you several options to choose from or to combine in your copy. Concentrate on keeping tension, what their desires are and pace it well to keep their attention.

This will go far in getting more subscribers for your list, make more sales and grow your business.

If you need any help in effectively building your list and to find affiliate money getting opportunities, [just follow this link now](#). Here you will find all the resources that you need as well as all the winning tactics and strategies that works well for me.

If you found some value in this guide, then feel free to share this link to it with your friends: [Using AI to Write Content](#)