

THE **COPY**
POSSE'S

POSSE PROMPTS

94+ AI SHORTCUTS, PROMPTS, TIPS &
TOOLS TO SPARK YOUR CREATIVE FLOW

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HOW TO MASTER AI

Learn how to use AI the right way and optimize your results with the Copy Posse's proven prompts.

INSIDE THIS GUIDE

We're sharing all our best tips, fave AI tools (and how we use them at the Copy Posse) and the #1 thing you must do to rise above the generic, boring or inaccurate "robocopy" flooding the internet right now.

INTRODUCTION

It's no secret that here at the Copy Posse, we value **real human connection and empathy** more than anything else.

But it's *a*lso no secret that as AI technology continues to grow and evolve, it will change the way copywriters, marketers and business owners work, communicate and serve our clients and customers.

It's important to **learn how to leverage these tools** (in the right way) to stay relevant and become even better at what we do without compromising our values, empathy and ethics.

I believe that AI can help spark and streamline your creative flow by generating quick ideas, accelerating the research process and helping you produce more content faster – BUT...

AI is faaaaaaaaar from perfect.

Sure – it can pump out a sales page in less time than it takes you to unpack your laptop, but that doesn't mean it's any good.



AI is notorious for producing bland copy that is completely devoid of emotional intelligence and empathy...

Not to mention accuracy or relevancy to your ideal audience or campaign.

Sure – it'll give you 50 blog posts and 100 headline variations on command, but they will lack originality and creativity and may even be plagiarized or completely inaccurate because AI simply creates and regurgitates content it finds on the internet (*and we all know that just because it's on the internet doesn't mean it's true* 🤖).

Sure – it can analyze data and provide key insights...

But it's completely incapable of making moral or ethical decisions or deeply understanding what your audience *really* needs right now...

And while it can message your community at lightning speed, I think we can all agree that there's nothing more infuriating than getting generic answers from a bot when all you really want is to have a conversation with a real human.

Simply put – AI is *not* a shortcut for building a brand that people trust.

As long as it's HUMANS on the receiving side of our marketing, empathy, integrity and trust will *still* matter above anything else...

That will never, ever, ever change.

And here's the best news ever for copywriters, marketers and creatives...

As more and more crappy AI-generated copy and content floods the internet, the PREMIUM on human creativity, empathy and originality will continue to rise. **Read that last sentence again.**

My friend and mentor, Karl Krummenacher, serial tech entrepreneur, said it best when he said...

“AI + HI = ROI”

Artificial Intelligence + Human Intelligence = Return on Investment.

The smartest businesses will NOT be relying on AI alone when it comes to their marketing... And anyone who does would never invest in a copywriter or marketing expert anyway.

Just like before AI hit the scene, if you're a copywriter, **your business will grow by working with clients who understand the value of amazing content and copy.** Period.

There are *countless brands* out there that are looking for incredible writers and marketers, so they can float to the top 1% while everyone else is sucked up by the “*create-regurgitate-create*” AI loop.

Yes, AI tools can help you work smarter and faster, but you need human intelligence to take it to the next level...

- To input powerful prompts...
- To fact-check the copy...
- To personalize the messaging so it actually makes sense to your audience...
- To add real and relevant stories...
- To edit, tweak and refine...

So while we are ALL FOR embracing technology as it becomes available to us...

A word of caution: DO NOT rely upon AI for creating original, unique and EMPATHETIC content that serves your community...

And when everyone zigs... ask – *how can I zag?*

How can I double down on being HUMAN to rise above the generic, inaccurate or lame-ass robocopy flooding the internet right now?

At the Copy Posse, our AI policy is clear.

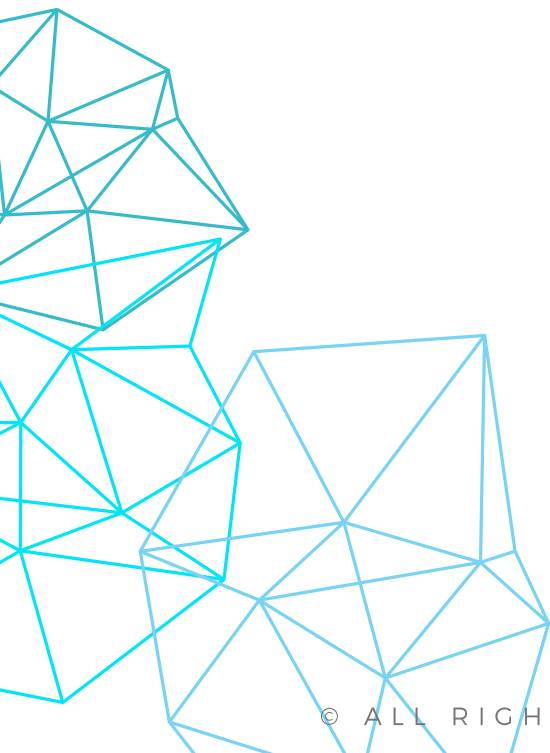
We only use AI if:

- *It improves the customer experience/accessibility and helps them get results faster...*
- *Or helps us produce the same high-quality (or higher-quality) content faster...*
- *And we'll always be transparent when using AI so our community never feels duped.*

Our goal with this guide is to share how you can use AI to spark and streamline your UNIQUELY HUMAN creative process.

Got it? Good.

So with that out of the way, let's get into the prompts, tips and tools you can use to maximize your results with AI



PART ONE

94 POSSE PROMPTS

The #1 thing you need to remember with AI is that the output is only as good as the input.

So if you want great results, you're going to have to start feeding the machine *better input*. The messenger masters the machine, not the other way around. Using tools like [Jasper.AI](#) or [ChatGPT](#), here are 94 prompts you can try.

From research and ideation to brainstorming and writing to data analysis, back-door automation, project management, coding and more – these AI shortcuts will save you hours and totally level up your productivity.

FEED THE MACHINE

To get output that follows the same style, flow and cadence as your content, try these, feeding the machine with examples for it to follow.

#1: "Mimic The Style"

Feed A.I. some copy you've already written in your brand voice and ask it to mimic the style. Here is an example prompt flow:

E.g. I'm going to feed you some copy. I want you to use this copy as a reference for the style and tone of voice I want you to mimic.

...wait for response...

[PASTE IN EXAMPLE COPY]

...wait for response...

Keeping in mind the style and tone from the copy above, write a [ASSET] that [GOAL] [AUDIENCE] on [TOPIC].

E.g. "Keeping in mind the style and tone from the copy above, write an Instagram caption that educates hobby gardeners on the 5 steps to planting a herb garden."

#2: "Follow This Template"

Feed AI a template to follow to match length, format and flow.

E.g. I'm going to feed you some copy. I want you to use this copy as a template. This copy is just for your reference. Wait for further instructions. Type "..." when you're ready for more instructions.

...wait for response...

[PASTE IN EXAMPLE COPY]

...wait for response...

Using the template above, write me a/an [ASSET] about/for [TOPIC/PRODUCT].

*E.g. "Using the template above, write me a **product description** for a **self-cleaning cat litter box**."*

FINDING SOURCES

Treat AI as your handy research assistant! Use it to find sources, stats and references to use in your copy. **IMPORTANT:** *Remember to always double-check your stats and sources. AI can LIE!* Here are some example prompts:

#3: Stats

Create a list of statistics that support [CLAIM].

*E.g. "Create a list of statistics that support the **benefits of getting 8 hours of sleep every night**. Include your sources."*

#4: Expert References

List 3 quotes from 3 different experts on [TOPIC] that support [CLAIM]. Include the names, credentials, and sources of each quote.

*E.g. "List 3 quotes from 3 different experts on **psychology** that support the **importance of positive self-talk**. Include the names, credentials, and sources of each quote."*

#5: Find Sources To Support Specific Claims

Simply type into ChatGPT the topic and your need for sources. You don't need to be too formal.

E.g. "Google made some changes to email deliverability in November of this year - can you send me some resources on that?"

E.g. "I'm writing an article about the benefits of remote work for productivity. Can you find articles, studies, or case studies that support this claim?"

E.g. "Can you provide links or summaries of studies on how social media usage affects mental health? I need at least 3 credible sources."

Bonus Prompts

“Give me more articles like this one – [paste in the article]”

“Can you summarize this article and pull out the most relevant statistics for my report?”

RESEARCH, IDEATION + BRAINSTORMING

Use AI to come up with content and hook ideas! Remember, the more specific your input, the higher quality your output! While this is a handy shortcut, I don't recommend copying and pasting anything exactly word for word. Rather, use it as inspiration and then add your own angle and flare.

#6: Summarize Long Documents

I'm going to upload a [DESCRIPTION OF DOCUMENT]. Can you give me a clear summary of the top 5 takeaways and break them down in plain language as if you were explaining to a smart 12-year-old?

*E.g. “I’m going to upload a **long research study**. Can you give me a clear summary of the top 5 takeaways and break them down in plain language as if you were explaining to a smart 12-year-old?”*

Bonus Prompts

“Give me 3 actionable insights a small business owner could take from this report.”

“Summarize this for a LinkedIn post in a professional but casual tone.”

“Which sections of this document are most important to read in full?”

“Can you turn this into a 3-slide summary presentation?”

“

HOT TIP:

You can upload your document directly to ChatGPT – or drag and drop it into the chat.

#6: Hook Ideas

Give me [X] ideas for attention-grabbing hooks about [TOPIC].

E.g. "Give me 10 ideas for attention-grabbing hooks about how to get more sleep."

Bonus Prompt

Give me [X] ideas for attention-grabbing hooks to use at the beginning of a/an [ASSET] for a/an [PRODUCT/SERVICE] that helps [AUDIENCE] with [BENEFIT]. Make it [ADJECTIVE 1], [ADJECTIVE 2], and [ADJECTIVE 3].

E.g. "Give me 10 ideas for attention-grabbing hooks to use at the beginning of an opt-in page for a free ebook that helps new moms get more sleep. Make it cheeky, sassy, and funny."

#7: Content Ideas

Give me [X] trending topics for a [MEDIUM] [ASSET] about [TOPIC].

E.g. "Give me 10 trending topics for a YouTube video about the right way to use ChatGPT."

Bonus Prompt

Give me [X] trending topics for a [MEDIUM] [ASSET] about [TOPIC]. For each, include an attention-grabbing and SEO-optimized title that will get more clicks and views.

E.g. "Give me 10 trending topics for a YouTube video about the right way to use ChatGPT. For each topic, include an attention-grabbing and SEO-optimized title that will get more clicks and views."

#8: Analyze Social Data

“I’m going to share some of my recent social media data with you. Can you please: Identify the top 5 performing posts, tell me what they have in common (tone, topic, format), and suggest how I can repeat that success?”

Bonus Prompts

“Which underperforming posts could have done well with small changes?”

“Analyze captions—what do my best-performing captions do well?”

“What’s the best day and time to post based on this data?”

“Which type of content consistently gets the most saves, likes and shares?”

“

HOT TIP:

You can export your post-performance data on whichever platform you’re using in a CSV file – then upload directly to ChatGPT.

#9: Find Relevant Examples for Inspiration

In a new chat, simply describe the type of **asset** you’re looking for. Remember – the more specific, the better. Who is it for? What’s the offer?

E.g. “Give me 5 examples of top-performing landing pages for digital product launches. Include a breakdown of why they work—messaging, layout, call to action, and visuals.”

#10: Find Relevant Examples for Inspiration

In a new chat, simply explain what you’re naming or creating. Remember to be clear about the topic, tone, and audience.

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In a new chat, simply explain what you're naming or creating. Remember to be clear about the topic, tone, and audience.

E.g. "I'm creating a 5-step framework to help creative freelancers land higher-paying clients. I want a catchy acronym that feels empowering but not cheesy. Give me 10 acronym ideas where each letter represents a step in this process: Positioning, Outreach, Pricing, Pitching, and Closing. Make the tone confident, modern, and slightly edgy."

Bonus Prompts

"Make it sound more fun and aspirational."

"Add a bit of sass and playfulness."

"What's a memorable name for a digital product bundle for coaches?"

"Give me 10 tagline ideas that convey fast results + expert support."

"Write a catchy phrase I can use to describe this bonus that makes it feel irresistible."

"Give me 10 words that start with P and relate to leadership." (Useful for building custom acronyms like "P.R.O.", "S.M.A.R.T.", etc.)

#11: Brainstorm Irresistible + Complementary Bonuses

I'm launching a [YOUR OFFER] that [BRIEF DESCRIPTION OF YOUR OFFER]. I need bonus ideas that increase the perceived value and help buyer implement faster. Give me 5 strategic bonus ideas for [YOUR OFFER]. Bonuses should be easy to deliver, perceived as high-value and help people get results faster

E.g. "I'm launching a \$497 course that teaches designers how to find premium clients on LinkedIn. I need bonus ideas that increase perceived value and help buyers implement faster. Give me 5 strategic bonus ideas for a LinkedIn client attraction course for freelance designers. Bonuses should be easy to deliver, perceived as high-value, and help people get results faster."

Bonus Prompts

"Make the bonuses sound more premium."

"Which of these bonuses should be fast-action vs. evergreen?"

"Give me bonus ideas themed around saving time."

"Write descriptions for each bonus so they sound irresistible on a sales page."



CUSTOMER INSIGHTS

Use AI to better understand your customer avatar and ideal audience. While the BEST way to understand your customers is to – *gasp* – talk to them, if you’re writing for an unfamiliar audience, new product or brand, this can be a helpful way to streamline your research process.

#12: Analyze Data & Highlight Key Trends

I’m going to feed you [DESCRIPTION OF DATA]. Can you identify the most common themes in the open-ended responses, and give me a summary of the top 5 trends?

E.g. “I’m going to feed you [some data from a customer check-in survey]. Can you identify the most common themes in the open-ended responses and give me a summary of the top 5 trends?”

Bonus Prompts

“Which challenges come up the most in the feedback?”

“Group these responses by sentiment: positive, negative, neutral.”

“Create a quick insights summary for a presentation.”

“Summarize this like you’re reporting back to the CEO—short, sharp, and action-oriented.”



HOT TIP:

You can upload your CSV file or spreadsheet directly to ChatGPT. If your data is in Google Sheets, first export it as a .csv file and then you can drag and drop it right into the chat.

#13: "Act As If"

Act as a [CUSTOMER AVATAR] struggling with [PROBLEM]. Tell me how you feel, what your challenges are, what pain you are experiencing physically and emotionally, and what you want to feel better.

E.g. "Act as a caring new pet owner struggling with training your dog to stop barking at passersby, leash-pulling and poor recall. Tell me how you feel, what your challenges are, what pain you are experiencing physically and emotionally, and what you want to feel better."

#14: Common Pain Points

List [X] bullet points on the most common pain points [CUSTOMER AVATAR]'s experience when it comes to [SUBJECT].

E.g. "List 10 bullet points on the most common pain points new pet owners experience when it comes to training their dog."

#14: Objections

List [X] objections a [CUSTOMER AVATAR] might have that are stopping them from [THE DESIRED ACTION].

E.g. "List the 5 objections a freelance copywriter might have that are stopping them from downloading a lead magnet about using AI tools to optimize their work."

SALES & POSITIONING

Use AI to help you come up with even juicier (aka more specific) benefits for the product or service you're writing for. Again, while this is a handy shortcut, I don't recommend copying and pasting anything exactly word for word. Rather, use it as inspiration and then add your own angle and flare.

#15: Common Benefits

List [X] bullet points on the top benefits [CUSTOMER AVATAR]s are looking for when it comes to [DESIRED SOLUTION].

Eg. "List 10 bullet points on the top benefits overworked professionals are looking for when it comes to avoiding burnout."

#16: Juicy Bennies

List [X] bullet points on the top benefits [CUSTOMER AVATAR]s are looking for when it comes to [DESIRED SOLUTION]. Include specific scenarios and emotions they are looking to experience and why achieving this will help change their life.

E.g. "List 10 bullet points on the top benefits overworked professionals are looking for when it comes to avoiding burnout. Include specific scenarios and emotions they are looking to experience and why achieving this will help change their life."

#17: "Write a Story"

Based on the benefits above, tell me a hypothetical story about a [CUSTOMER AVATAR] who used [PRODUCT/SERVICE] to achieve these benefits. Include specific emotions they felt and why this product was better than anything else they tried before.

*E.g. "Based on the benefits above, tell me a hypothetical story about an **overworked professional woman** who used the **10-Step Reset Protocol** to achieve these benefits. Include specific emotions they felt and why this product was better than anything else they tried before."*

COPY EDITING & FIRST DRAFTING

Yes, AI can be your editor! Give AI copy you wrote and ask how it can be improved. It goes without saying that this should be taken with a grain of salt. Remember, you are the expert! This can be handy though when you're stuck with what to write/tweak/edit/refine to improve your copy or content.

#18: Copy Critique

Pretend you're a marketing copywriter. Critique the following [ASSET], pointing out what works well and what can be improved for more [GOAL]: "[PASTE COPY HERE]."

*E.g. You're a marketing copywriter. Critique the following **opt-in page copy**, pointing out what works well and what can be improved for more **opt-in conversions**: "[PASTED OPT-IN PAGE COPY]."*

#19: First Draft

Write the first draft of a/an [ASSET] for a/an [PRODUCT/SERVICE] on [SUBJECT]. Include a [COMPONENT 1], [COMPONENT 2], and [COMPONENT 3].

E.g. "Write the first draft of a landing page copy for a free masterclass on the 5 fundamental laws of working with your fascia. Include a sample breakdown of the lesson, 3 benefits statements on healing the fascia, a bio on the instructor, social proof, and an email sign-up form."

#20: Rewrite

Rewrite this [ASSET] to [GOAL] for this [PRODUCT/SERVICE]: "[PASTE COPY HERE]." Include a [COMPONENT 1], [COMPONENT 2], and [COMPONENT 3].

E.g. "Rewrite this ad to get more clicks and conversions for this new night cream: "[PASTED COPY]." Include a strong open loop in the first sentence, a benefit of the night cream, and a call-to-action."

#21: Flag Email Copy That Could Hurt Deliverability

"I'm going to feed you an email I wrote. Can you analyze this email for phrases that could hurt deliverability or sound spammy? Give me re-write options for anything you flag as spammy – keep it natural and still persuasive."

Bonus Prompts

"What are 5 subject lines with high open rates that don't use spammy language?"

"Give me 10 different ways to say 'Click here to save 15%' without sounding spammy or trigger spam."

#22: Generate Podcast Show Notes and/or YouTube Descriptions

I'm going to feed you a transcript of my latest [ASSET]. Please write me detailed show notes following this structure: [ADD YOUR GO-TO FORMAT OR STRUCTURE FOR REFERENCE].

E.g. "I'm going to feed you a transcript of my latest Podcast. Please write me detailed show notes following this structure: Title, Summary paragraph, 3 Key takeaways, Timestamps, Guest bio (if applicable), Call to action."

Bonus Prompts

"Summarize it in a way that feels valuable to a busy entrepreneur."

"Make the tone warm, expert, and clear."

"Turn this into a quick summary that I can share over email."

"Create 3 tweet-sized quotes or shareable soundbites from this episode."



HOT TIP:

If you use tools like Riverside, Descript, or Otter – you can download the transcript and then upload it directly to ChatGPT.

CREATE CUSTOM EXAMPLES + VISUALS

#23: Create Specific Examples To Demonstrate Ideas

I use a formula called [FORMULA NAME] to help [DESCRIPTION]. I'm going to explain to you how it works... [GIVE DETAILED EXPLANATION OF FORMULA]. Now, using my [FORMULA NAME] formula, give me 5 examples of [TYPE OF EXAMPLE] for [OPTIONAL: ADDITIONAL DIRECTION]. Keep each one short and impactful.

E.g. "I use a formula called VIP to help freelancers write better social media bios. I'm going to explain to you how it works... Now, using my VIP formula, give me 5 examples of social media bios for a business coach, a copywriter, and a virtual assistant. Keep each one short and impactful."

Bonus Prompts

Want to convey more benefits? Try: 👉 “Make them more aspirational.”

Want to match your voice? Try: 👉 “Rewrite them in a sassy, cheeky tone.”

“Now give me 20 ideas for relevant hooks I could use in my social media.”

#24: Turn Frameworks Into Visual Models

I teach a framework called [YOUR FRAMEWORK]. [BRIEF DESCRIPTION OF FRAMEWORK]. Can you describe this as a visual model I could turn into a slide or infographic?

E.g. “I teach a 3-part welcome email sequence framework called ‘A.I.M.’: Acknowledge, Include, Mobilize. Acknowledge is about welcoming people to your list, acknowledging where they’re at and what they’re struggling with. Include is about making new subscribers feel included in your mission and connected to your brand. Mobilize is about getting new subscribers to take action (like buying, downloading, watching, learning more, etc. Can you describe this as a visual model I could turn into a slide or infographic?”

Bonus Prompts

“What’s a strong visual metaphor for this framework? Should it be shown as a pyramid, a circle, or a linear journey?”

“Describe how to lay this out in a slide deck.”

“Turn this into a 3-slide teaching sequence with headlines, subpoints, and speaker notes.”



HOT TIP:

Connect ChatGPT with Canva and ask ChatGPT to instantly create a visual framework or slide deck for you in your Canva account.

BASIC CODING + ADMIN

#25: Evaluate Tools & Platforms

Can you recommend some different digital tools for [DETAILED DESCRIPTION OF WHAT YOU'RE LOOKING FOR]?

E.g. "Can you recommend some different digital tools for mapping out marketing funnels visually?"



Bonus Prompts

"Which of these tools integrates with airtable?"

"I'd love to be able to incorporate conversion rates and have some analytical power with the funnel mapping tool as well. Which would you recommend?"

HOT TIP:

To get the most out of this prompt, I highly recommend you continue the conversation – asking more specific questions about functionality, compatibility, pricing, etc. See below for examples.

#26: Setup/Fix Backend Logic & Automations

In a new chat, simply describe the flow, automation or logic you are trying to build and/or fix.

E.g. "There are 8 pages that I only want shown to members based on their tags below: [insert pages + the corresponding tags/attributes]. Help me create 8 segments and/or logic to ensure only those with certain tags & attributes have access ONLY to their corresponding pages above."

E.g. "I'm building an onboarding sequence for people who sign up for my free mini-course. I want to send 4 emails over 10 days, track everyone who clicks the course link, and send a bonus if they complete all lessons. Can you map out this automation step-by-step, including triggers, conditions, and actions?"

Bonus Prompts

"Can you convert this into a zapier logic flow, with app-to-app automations?"

"Can you write two automation paths – one for beginners, one for advanced users?"

#27: Write Spreadsheet Formulas

I need a formula for a spreadsheet that tells me [DESCRIBE YOUR GOAL].

E.g. "I need a formula for a spreadsheet that tells me if the value in column A exists anywhere in Column B."

Bonus Prompts

"Create a formula that checks if a due date is overdue compared to today's date"

"I'm going to upload two spreadsheets. Can you create a list of items that appear in BOTH?"

"I'm going to upload a spreadsheet with first and last name in the same cell, can you please separate the names in two separate columns for each name?"

#28: Break Large Projects Into Smaller Tasks

Simply type in ChatGPT a detailed description of the project, task or goal you want to accomplish. The more specific you are, the better. Think about what needs to get done and by when...

E.g. "I need to launch an online course in the next 3 months. It's going to include 5 modules, a website, a marketing campaign, and a customer support system. Can you help break this project into weekly milestones with specific tasks for each week? I'm working with a small team of 3 people – a copywriter, a social media manager, and a VA."

#29: Basic Coding & Bug Detection (HTML, CSS, JS, etc.)

In a new chat, simply describe what you're trying to do or fix. Make sure to include context: which platform you are using and what language (HTML/CSS/JS), and your desired result.

E.g. "I want to create a button that scrolls to a section lower on the same page. I'm using basic HTML and CSS. Write the HTML and CSS for a button that says 'Learn More' and scrolls smoothly to the #about section of the page."

Bonus Prompts

"Can you rewrite this to be mobile-responsive?"

"Add a hover animation to this button."

"Turn this code into a reusable code block."

"Write code to embed a countdown timer that ends at midnight on Friday."

PART TWO

Tools We Use (& LOVE)

- [Grammarly](#) (free & paid options) – A writing assistant that helps users improve their writing by providing suggestions for grammar, spelling, punctuation, style and tone. It also provides feedback on writing clarity, readability, and engagement and can suggest ways to adjust tone or vocabulary.
- [Descript](#) (free & paid options) – A video and audio editing tool that uses text-based editing to simplify the process of creating and editing video content. Features include: transcription, translation, automatic captioning, making cuts, rearranging content, and deleting sections with simple text commands. Descript also includes a range of video and audio editing tools, like the ability to add effects, change the speed, and adjust the volume. This is the AI tool that we use the most here at the Copy Posse!
- [Jasper.ai](#) (free & paid option) An AI writing assistant that helps you write blog posts, reports, emails, stories & marketing materials, integrate keywords for SEO, create art for ads & thumbnails, and more.
- [ChatGPT](#) (free & paid options) – An AI language model designed to simulate human-like communication and answer questions on a wide range of topics. Use it to help you with research, finding customer data, creating lists, generating ideas, and more.

- [Hemingway Editor](#) (free & paid options) – A writing tool designed to help you improve the readability and clarity of your writing. The tool analyzes text and highlights areas that are difficult to read, suggests simpler alternatives, and provides a readability score.
- [Answer The Public](#) (free & paid options) – A keyword research tool that generates a visual map of questions and phrases related to a particular topic or keyword. This will help you discover the questions and topics that people are actively searching Google and Bing for.
- [VidIQ](#) (free & paid options) – A YouTube optimization and analytics tool that offers a range of features, including keyword research, analyzing competitors, tracking performance metrics, and optimizing their video metadata and tags. We mostly use it to help us identify trending topics and popular search terms.
- [TubeBuddy](#) (free & paid options) – A YouTube optimization and management tool that offers a range of features, including help with video SEO, keyword research, channel management and audience growth. TubeBuddy also gives tips and suggestions to improve search rankings and attract more views. And provides features for bulk processing, video and comment management, and A/B testing for thumbnails and titles. We're just getting started with TubeBuddy, but excited to see how it can help us optimize our YouTube process!
- [ManyChat](#) (free & paid options) – A chatbot tool that allows businesses to automate customer interactions and engagement with their audience in a conversational and personalized way. You build the chat sequences yourself, so you dictate what it says and how it says it! We mostly use ManyChat for lead generation on Instagram.

- [Grain.Co](#) (free & paid options) – An AI tool that automatically records and transcribes your live Zoom meetings. After each meeting, you'll get an accurate summary of your calls that allows you to easily recall, clip and share key moments.
- [Membership.io](#) (free trial & paid options) – Membership.io is a software tool that allows you to create and manage your course content in one convenient place. Designed by content creators themselves, Membership.io is a powerful, easy-to-use platform for your online courses or private memberships. Plus, we love how it makes your course content more searchable, digestible and accessible.

PART THREE

AI Best Practices

Now that you know how to use prompts to give you the best results possible with AI, here are some best practices to keep in mind...

- **AI is biased based on the input it's given**, which means it can easily produce false or inaccurate results. It can even make up fake statistics and sources. *Be diligent about fact-checking.*
- **Remember that AI is like a huge search engine** – the results it gives you are compiled from everything else that's floating around out there on the internet. This means that it can produce unoriginal or plagiarised work. Always, always run anything you use from AI through a plagiarism checker. **Better yet – never use anything word for word.** Here at the Copy Posse, we treat AI like a rough draft or outline to get us started. Then we go through to add our own flare, wording, and structure.
- **Always be transparent when using AI** What I know for sure is that AI is going to *create even MORE distrust in the industry*, which is why it's important to not go off the deep end with it, or you may lose the trust of your audience that you worked so hard to build. **For example:** Whenever we use AI to send automated messages to my Instagram Community, we *always* identify the bot (if you [follow me on Instagram](#), then you've probably met Benny the Posse Bot 🤖)
- **Beware of misinformation and bias.** As AI technology gets bigger and more AI content is created – AI will eventually begin absorbing other AI-produced content, recycling it all over and over again – like a snake eating its own tail. Please NEVER rely solely on AI – use your beautiful, creative and unique BRAIN.

PART FOUR

How To Stay Ahead In An Industry That's Ever-Changing

AI is *constantly* changing and evolving.

New prompts and smarter ways to use them come out *every single day*.

(not to mention the marketing trends, customer habits, and other emerging technologies that shift by the week...) 🙄

Making sure you're always [one step ahead](#) is essential to future-proofing your services and becoming in-demand.

But you're just *one person*...

How are you supposed to research the latest in AI, marketing trends, & customer habits... AND build out your business & offerings... AND continue to improve your knowledge & skills... AND write copy for your existing clients?

Where do you even begin?

Inside my [community for copywriters](#), you'll get access to AI trainings and copy critique sessions to optimize your writing...

Plus tons of step-by-step tools and formulas to make **running your business as smooth as possible** (*contracts, pricing, invoices, project proposals, outreach scripts, talking points, client onboarding processes, and more!*)

- ✓ Get weekly **LIVE training and mentorship** with me and my team of rockstar coaches...
- ✓ Learn the sales and mindset skills you need to **successfully start, run & grow your freelancing business...**
- ✓ Every month, you'll learn a new method for attracting your dream clients...
- ✓ Plus get step-by-step coaching, community support, and freelancer tools to help you get noticed, get paid, and get *fully booked*.

But that's not even the best part...

The *best part* is being part of a community of like-minded peers who are not only committed to building their business — but also want to see **YOU** succeed, hold you accountable to your goals, and celebrate your wins.

Nothing beats that...

So if you're a freelance copywriter ready to **grow your confidence, consistently land high-quality clients, and get paid...**

Then click the link below to learn more about joining [my community for copywriters](#).

LEARN MORE

ABOUT ALEX CATTONI

Alex is a copywriter, marketing strategist, and the founder of The Copy Posse — a boutique agency, online academy, and now **500,000+** strong global crew of authentic copywriters with a passion for creating community, credibility, and conversions with nothing but powerful and precise wording.

Her goal is to redefine what it means to be a copywriter and marketer today and share the techniques and strategies she's used to build a heart-centered **7-figure business** from the ground up.

Follow Alex on [YouTube](#) and [Instagram](#) for free content and copywriting tips. Visit [Copyposse.com](#) to learn more about her work and programs.

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