Build-Your-Own AI Copywriter: Projects, Prompts & Proof

Quick recap

Warren introduced and demonstrated a new AI copywriting tool built using ChatGPT, explaining its setup process and emphasizing the importance of human editing while recommending copywriting courses for comprehensive learning. He provided detailed guidance on using ChatGPT projects for controlled AI interactions and explained how the tool integrates with copywriting blueprints, while also addressing technical questions about memory systems and response times. The session concluded with discussions about webinar funnels in GoHighLevel and instructions for using ChatGPT's Pro model, along with reminders about upcoming deadlines and travel arrangements.

Summary

AI Copywriting Tool Introduction

Warren introduced a new AI copywriting tool built using ChatGPT, designed to assist with sales copywriting for startup founders and coaches. He emphasized that while the tool can save time by generating rough drafts, it requires human editing to sound authentic and is not a replacement for learning copywriting fundamentals. Warren recommended the Copywriting Blueprints course in the Platinum Passport for a more comprehensive understanding of copywriting, and he outlined the setup process for using the AI tool, noting that it involves a 90-minute setup with user input. He also stressed the importance of sales over marketing for early-stage businesses and encouraged participants to practice copywriting daily.

ChatGPT Project Setup Tutorial

Warren demonstrated how to create and set up a new project in ChatGPT, explaining the difference between default and project-only settings and how to upload files. He clarified that the default setting is typically preferred for most projects, as it allows the model to learn from all conversations. Nancy and Virginia asked questions about the project settings, and Warren provided guidance on how to adjust them. Dana inquired about the long response times in thinking mode, and Warren explained that it could be due to exceeding the daily or weekly limit for thinking mode uses, suggesting turning it off when not needed.

Project File Setup Guidelines

Warren guided Virginia and others through the process of setting up their project files, emphasizing the importance of downloading and pasting instructions without uploading them as files. He clarified that the copywriting exercises and lessons should be added as separate files, and he addressed Dana's question about replacing a downloaded file by explaining that double-clicking can cause confusion. Warren also introduced the term "neophyte nerd" to the group, and Stuart claimed credit for teaching Dana the word. The session concluded with Warren reminding everyone to paste the copied instructions into the ChatGPT box and not upload them as files.

ChatGPT Projects for Controlled AI

Warren taught the class about using ChatGPT projects for controlled AI interactions, emphasizing that projects allow users to control input and output compared to the open internet. He demonstrated how to set up and use an AI copywriter tool, explaining that it guides users through Eben's Copywriting Blueprints course to create a copywriting schema that can be reused for similar products and audiences. Warren advised students to thoroughly review and approve each exercise in the tool, rather than skipping any steps, and clarified that the process should be completed for a high-end product first, with adjustments made for different levels or products as needed.

ChatGPT Memory System Overview

Warren explained how ChatGPT's memory system works, noting that hard-coded memories have the heaviest weight and are permanent unless manually deleted, while non-hard-coded memories are weighted by recency. He advised Stuart to correct ChatGPT's mistakes by explicitly stating both what is wrong and what is right, and to use the "add to memories" feature when necessary. Warren also clarified that ChatGPT can handle blocks of text without line breaks and suggested using "continue" if the AI stops mid-exercise. He concluded by apologizing for missing office hours due to a missed train caused by a Korean holiday and mentioned he would be more careful about checking for holidays in future travel plans.

GoHighLevel Webinar Duplication Guide

Virginia sought guidance from Warren on how to duplicate a webinar funnel in GoHighLevel for a new launch. Warren explained that webinars cannot be copied and must be recreated manually, but suggested editing the trigger event and content to streamline the process. Virginia also inquired about using GoHighLevel for sending physical mail to members, which Warren admitted to not using and suggested exploring ChatGPT or GoHighLevel's help feature for assistance. Stuart shared his positive experience with ChatGPT's summarization feature, which Warren encouraged others to try.

ChatGPT Pro Model Instructions

Warren shared instructions for using ChatGPT's Pro model to access more thinking uses, suggesting it as a temporary solution for $200-250 for 30 days. He explained that multiple Pro prompts can run simultaneously in different tabs, with up to 10 tabs being optimal. Virginia and Nancy discussed completing exercises, with Warren advising participants to finish the tool before next Monday to stay current with the class. Warren reminded everyone there were no office hours that day and wished everyone well with their travels.