

Charming AI Pack

This pack shows a range of prompts and additional iterations to get charming, funny, and persuasive output for a variety of different situations.

You can replicate these prompts and iterations yourself. You can modify these so they work for your specific needs.

I've categorised these into a few different sections. Some of these are specific to certain content types, e.g. cold pitching. However, there are others which will work for a variety of different content types. This should be self-evident as you read through the document.

Opening Lines

Prompt

I'm going to teach you my Unconventional Greeting technique.

This is when I start an email with a non-standard greeting. Instead of "Hello" or "Hey" or "Dear", I use something else.

Here are some examples:

Greetings Susan,
Salutations Susan,
A'hoi there Susan,

Can you give me some more examples of the Unconventional Greeting technique?

ChatGPT

Certainly! Here are some more examples of the Unconventional Greeting technique:

Howdy Susan,
Bonjour Susan,
Yo Susan,
Ahoy-hoy Susan,
Heya Susan,
G'day Susan,
Well met Susan,
Aloha Susan,
Hi-de-ho Susan,
Hola Susan.

Feel free to experiment with different greetings to add a touch of creativity and uniqueness to your emails!

Prompt

Excellent. Can I get 25 more?

ChatGPT

Certainly! Here are 25 more examples of the Unconventional Greeting technique:

Greetings and salutations Susan,
Hey there superstar Susan,
Top of the morning to you Susan,
How goes it, Susan?
Ahoy-hoy there Susan,
Hola amigo/amiga Susan,
Well, well, well, Susan,
G'day matey Susan,
Saluton Susan (Esperanto for "Hello"),
What's crackin', Susan?
Hiya, Susan!
Bonjourno Susan,
Sup, Susan?
Hey sunshine Susan,
Aloha kakahiaka Susan (Hawaiian for "Good morning"),
Greetings from the digital realm, Susan,
How's life treating you, Susan?
Yoohoo, Susan!
Salutations and good vibes, Susan,
Namaste, Susan,
Hi-dee-hi Susan,
Greetings from across the digital divide, Susan,
Well hello there, Susan,
Heyo, Susan!
Rise and shine, Susan!

Remember, the Unconventional Greeting technique is all about adding a touch of personality and standing out in your emails. Have fun with it!

Prompt

I'm going to show you a cold email subject line that gets attention and why it works.

Subject: Apologies in advance :(

This works because the prospect doesn't know who I am as it's a cold pitch. I am a stranger in their inbox. They see the subject line where I'm apologising - but they don't know my name. As such, they are inclined to wonder why a stranger is apologising to them. It gets their attention and they open the email.

Do you understand why this subject line works?

ChatGPT

Yes, I understand why the subject line "Apologies in advance :(" can be effective in getting attention. It piques curiosity and creates intrigue because it's unusual for a stranger to apologize in advance without any context. It sparks the recipient's interest and prompts them to open the email to find out what the apology is about. The element of mystery and the desire to uncover the reason behind the apology can make the subject line compelling and increase the chances of the email being opened.

Prompt

Let's call this the Stranger Subject Line technique.

Can you write some more subject lines using the Stranger Subject Line technique?

ChatGPT

Certainly! Here are some examples of subject lines using the Stranger Subject Line technique:

"You won't believe what happened..."

"I owe you an explanation..."

"A stranger with a confession..."

"Sorry for intruding, but..."

"Forgive me for reaching out..."

"I hope this doesn't come off as strange..."

"An unexpected message from a stranger..."

"I'm breaking the ice with an apology..."

"Please hear me out, even though we're strangers..."

"I feel compelled to share something with you..."

Remember, the goal is to create a sense of curiosity and intrigue to grab the recipient's attention and encourage them to open the email.

Prompt

Can you also include the prospect's name in the subject line? Let's say their name is Fred.

Can you write 25 more subject lines using the Stranger Subject Line technique?

ChatGPT

Certainly! Here are 25 subject lines using the Stranger Subject Line technique, including the prospect's name "Fred":

"Fred, a stranger has a confession to make..."
"Apologies, Fred, for the unexpected intrusion..."
"Fred, I'm reaching out as a complete stranger..."
"Sorry to barge in, Fred, but I had to share this..."
"A sincere apology, Fred, for this unsolicited email..."
"Fred, let me explain why I'm emailing you out of the blue..."
"Forgive me, Fred, for this unexpected message..."
"An intriguing proposition, Fred, from a stranger..."
"Fred, please don't delete this email from a stranger..."
"Breaking the ice, Fred, with an apology and a request..."
"Fred, a stranger wants to offer you something special..."
"Surprise, Fred! A message from an unfamiliar face..."
"Fred, I'm stepping into your inbox with an apology..."
"An unexpected email, Fred, from someone you don't know..."
"Apologies in advance, Fred, for this out-of-the-blue outreach..."
"Fred, let's address the elephant in the room: I'm a stranger..."
"A heartfelt sorry, Fred, for this cold email from me..."
"Fred, brace yourself for an intriguing message from a stranger..."
"An introduction from a stranger, Fred, with a sincere apology..."
"Fred, you may not know me, but I couldn't resist reaching out..."
"An unsolicited email, Fred, with a sincere apology attached..."
"Fred, please hear me out, even though we're complete strangers..."
"A stranger with a proposition, Fred, and an apology in tow..."
"Fred, prepare for an unexpected email from an unfamiliar sender..."
"An intriguing invitation, Fred, from a stranger with an apology..."

Remember, using the recipient's name helps personalize the subject line and can increase the likelihood of capturing their attention.

Prompt

Can you write 10 more but keep the subject lines at 4 words maximum?

ChatGPT

Certainly! Here are 10 more subject lines using the Stranger Subject Line technique, with a maximum of 4 words:

"Fred, unexpected message inside..."

"Apologies, Fred, intriguing proposition..."

"Hey Fred, surprising email..."

"Fred, a stranger's request..."

"Unexpected email, Fred!"

"Fred, unfamiliar face here..."

"Sorry, Fred. Hear me?"

"Hey Fred, an apology..."

"Fred, unknown sender awaits..."

"Surprise, Fred! Quick question..."

These concise subject lines maintain the element of intrigue and grab the recipient's attention without revealing too much.

Body Copy / Storytelling Lines

Prompt

I'm going to show you a comedy copy technique called the Hyperbole Backpedal.

"We recently got an office in Clapham North and I'm looking to win new clients over to our side and away from those evil (ok maybe not evil... but not as good) other agencies."

What I do here is make a bold statement - I call other agencies evil - "away from those evil" then I backpedal immediately - "(ok maybe not evil... but not as good) other agencies"

ChatGPT

That's an interesting technique you've described, known as the Hyperbole Backpedal. By using hyperbole to make a strong statement and then quickly backpedaling or downplaying it, you create a humorous effect that can engage your audience and add a lighthearted touch to your message. It can be a useful tool in comedy writing or informal communication to bring attention to a point while maintaining a playful tone. Thanks for sharing this technique!

Prompt

Could you writing some more examples of the Hyperbole Backpedal?

ChatGPT

Certainly! Here are a few more examples of the Hyperbole Backpedal technique:

"I've been waiting for ages to get my hands on that new smartphone! It's the greatest invention since sliced bread. Well, maybe not the greatest, but definitely better than unsliced bread."

"My grandmother's cooking is out of this world! Her apple pie is so amazing, it could bring tears to your eyes. Okay, maybe not tears, but definitely a pleasant drool."

"I had the worst luck with parking today. I circled the block a million times. Okay, maybe not a million, but definitely long enough for my GPS to start judging me."

"My dog is the most intelligent creature on this planet. She understands quantum physics like nobody's business. Well, perhaps not quantum physics, but definitely how to fetch a ball."

"I've been working out like a maniac at the gym. I'm so ripped, I could give Dwayne 'The Rock' Johnson a run for his money. Well, maybe not 'The Rock,' but at least 'The Pebble.'"

Remember, the Hyperbole Backpedal technique relies on the sudden shift from an exaggerated statement to a more moderate or humorous clarification. It can add a touch of humor and make your statements more engaging and relatable.

Prompt

Could you try this again, but focus on more examples a marketing agency would use?

ChatGPT

Certainly! Here are a few examples of the Hyperbole Backpedal technique with a marketing agency twist:

"Our social media team is unstoppable! They have the power to make posts go viral and break the internet. Well, maybe not break the internet, but definitely give it a friendly nudge."

"Our email campaigns are like magic spells. They have the power to mesmerize recipients and make their inboxes overflow with joy. Okay, maybe not overflowing with joy, but definitely with some intriguing content."

"Our SEO strategies are like secret weapons. We can catapult your website to the top of search engine rankings and leave your competitors in the dust. Well, maybe not a catapult, but definitely a strategic boost."

"Our creative team is composed of marketing geniuses. They can whip up dazzling campaigns that will make your jaw drop. Okay, maybe not literally make your jaw drop, but definitely leave a lasting impression."

"Our client support is like having a personal genie. We grant wishes, solve problems, and make dreams come true. Well, maybe not granting wishes, but definitely providing exceptional service."

In a marketing context, the Hyperbole Backpedal technique can be used to add a playful and engaging tone while still highlighting the agency's strengths and capabilities. It's a way to make bold claims with a humorous twist, making the statements more memorable and relatable to the audience.

Prompt

Could you give me some hyperbole backpedal examples a copywriter could use?

ChatGPT

Certainly! Here are some examples of the Hyperbole Backpedal technique with a focus on copywriting:

"Our copy is so persuasive, it can make even the most stoic individuals break out into spontaneous applause. Well, maybe not applause, but definitely a nod of approval."

"Our words have the power to move mountains and stir souls. They can make your heart skip a beat. Okay, maybe not skip a beat, but definitely make it flutter with excitement."

"Our taglines are like magic spells. They can enchant your audience and make your brand unforgettable. Well, maybe not actual magic spells, but definitely captivating phrases."

"Our headlines are attention magnets. They can stop people in their tracks and make them gasp in awe. Okay, maybe not gasp, but definitely catch their attention and make them read on."

"Our copywriters are wordsmiths of the highest order. They can craft sentences that will make your competitors green with envy. Well, maybe not green with envy, but definitely take notice."

In the world of copywriting, the Hyperbole Backpedal technique can be used to create engaging and memorable messaging while still maintaining a sense of humor. It allows you to make bold claims about the power of your copy while playfully acknowledging the slight exaggeration.

Prompt

Could you write some hyperbole backpedal examples for a lead generation agency?

ChatGPT

Certainly! Here are some examples of the Hyperbole Backpedal technique tailored to a lead generation agency:

"Our lead generation strategies are like supercharged magnets. They can attract leads faster than a speeding bullet. Well, maybe not faster than a bullet, but definitely faster than your average snail's pace."

"Our lead nurturing tactics are like nurturing plants with a secret growth formula. They can cultivate leads into flourishing opportunities. Okay, maybe not a secret growth formula, but definitely with care and precision."

"Our lead capture forms are like irresistible black holes. They can effortlessly pull in leads from every corner of the internet. Well, maybe not actual black holes, but definitely with some serious pulling power."

"Our targeted ads are like precision-guided missiles. They can pinpoint the right audience and explode your lead count. Okay, maybe not exploding, but definitely skyrocketing your lead count."

"Our conversion optimization techniques are like unlocking hidden treasure chests. They can uncover hidden potential and unleash a goldmine of valuable leads. Well, maybe not actual treasure chests, but definitely valuable insights."

In the context of a lead generation agency, the Hyperbole Backpedal technique can be used to highlight the agency's effectiveness in generating leads while adding a touch of humor. It allows you to make grand statements about the impact of your strategies while acknowledging the exaggeration in a lighthearted manner.

Prompt

Could you write 20 more examples of the hyperbole backpedal that I copywriter could use?

ChatGPT

Certainly! Here are 20 more examples of the Hyperbole Backpedal technique tailored for a copywriter:

"Our product descriptions are so compelling, they can make customers swoon with desire. Well, maybe not swoon, but definitely ignite a spark of interest."

"Our sales letters are like Trojan horses. They can infiltrate minds and conquer objections. Okay, maybe not actual horses, but definitely persuasive messages."

"Our email subject lines are like irresistible sirens. They can lure readers in with a captivating melody. Well, maybe not actual sirens, but definitely attention-grabbing lines."

"Our headlines are like fireworks bursting across the sky. They can light up your marketing campaign with brilliance. Okay, maybe not actual fireworks, but definitely eye-catching phrases."

"Our call-to-action buttons are like magic buttons. They can teleport your customers to the checkout page in a flash. Well, maybe not teleport, but definitely prompt action."

"Our blog posts are like treasure troves of wisdom. They can enlighten readers with pearls of knowledge. Okay, maybe not actual treasure troves, but definitely valuable insights."

"Our ad copy is like a one-way ticket to success. It can transport your brand to new heights. Well, maybe not a literal ticket, but definitely an opportunity for growth."

"Our landing pages are like customized personal assistants. They can guide visitors through a seamless journey. Okay, maybe not actual personal assistants, but definitely user-friendly experiences."

"Our social media captions are like contagious laughter. They can spread joy and engagement like wildfire. Well, maybe not actual laughter, but definitely captivating captions."

"Our storytelling techniques are like roller coasters of emotions. They can take readers on an exhilarating ride. Okay, maybe not actual roller coasters, but definitely engaging narratives."

"Our website copy is like a persuasive dance. It can waltz through the minds of visitors and leave a lasting impression. Well, maybe not a literal dance, but definitely an impactful presence."

"Our video scripts are like Oscar-worthy performances. They can captivate audiences and leave them craving more. Okay, maybe not actual Oscars, but definitely compelling content."

"Our brand voice is like a charming companion. It can connect with customers on a personal level. Well, maybe not an actual companion, but definitely relatable messaging."

"Our press releases are like media magnets. They can attract attention and generate buzz like a swarm of bees. Okay, maybe not a swarm of bees, but definitely media interest."

"Our product reviews are like golden stamps of approval. They can instill trust and confidence in potential buyers. Well, maybe not actual golden stamps, but definitely trustworthy recommendations."

"Our taglines are like fireworks in the night sky. They can illuminate your brand and leave a lasting impression. Okay, maybe not actual fireworks, but definitely memorable phrases."

"Our proofreading skills are like superpowered eagle eyes. They can spot errors from miles away. Well, maybe not actual eagle eyes, but definitely meticulous attention to detail."

"Our SEO strategies are like powerful magnets. They can attract organic traffic and boost your online visibility. Okay, maybe not actual magnets, but definitely effective techniques."

"Our email newsletters are like refreshing oasis in the desert. They can quench your subscribers' thirst for valuable content. Well, maybe not actual oases, but definitely a source of information."

"Our content calendars are like well-orchestrated symphonies. They can harmonize your marketing efforts and create a cohesive brand presence. Okay, maybe not actual symphonies, but definitely organized plans."

Prompt

I'm going to teach you a technique called the Silly List technique.

This is where you tell the reader about your services and make the last list item something silly.

Here is an example:

"I used to work at large digital agencies with big brand clients offering online marketing services (SEO, PPC, Social Media, Analytics, Content Creation and Bedroom Tidying). "

Can you write your own version of the Silly List?

ChatGPT

Certainly! Here's my version of the Silly List technique:

"At our agency, we provide a wide range of creative services to help you succeed in the digital realm, including website design, branding, content strategy, social media management, email marketing, and expert advice on perfecting your air guitar skills."

The Silly List technique allows you to inject a touch of humor and light-heartedness into your list of services, capturing the reader's attention and potentially eliciting a smile.

Prompt

Can you give me 5 more examples?

ChatGPT

Absolutely! Here are five more examples of the Silly List technique:

"Our team of experts is here to support your business with a comprehensive set of services, including market research, competitor analysis, branding, website development, content marketing, and free high-fives with every successful campaign."

"When you choose us, you gain access to a powerhouse of services, including SEO optimization, pay-per-click advertising, social media management, conversion rate optimization, content creation, and the occasional interpretive dance performance."

"At our agency, we specialize in delivering top-notch solutions such as web development, graphic design, UX/UI optimization, mobile app development, e-commerce integration, and mind-reading capabilities (okay, maybe not the mind-reading part, but we'll try our best!)."

"We offer a suite of services designed to propel your business forward, including digital strategy, search engine marketing, social media advertising, web analytics, content curation, and an unwavering commitment to always have an emergency supply of confetti on hand."

"Partner with us and benefit from an array of services, including copywriting, video production, influencer marketing, email automation, website maintenance, and a secret handshake that grants you access to a secret room filled with unlimited snacks (shh, it's a closely guarded secret!)."

Remember, the Silly List technique adds a touch of whimsy to your service offerings, making them more memorable and engaging for the reader.

Prompt

I'm going to show you a technique called the "Silly Comparison" Technique.

This is where we compare the price of our service to some every day item, such as a cup of coffee.

We then compare our service offer to the everyday item, amusingly talking up the benefits of the everyday item, and then stating that this item won't help them achieve some goal relevant to your offering.

Here is an example:

"The average cup of coffee costs \$5.

On average, my Facebook Ad Audit service costs \$3000- and while it doesn't give you a delicious taste in your mouth or keep you alert in even the most tiresome meeting, it will help you improve your return on ad spend significantly.

While coffee may be many orders of magnitude cheaper, its ability to improve your ad performance leaves a lot to be desired."

Can you write some additional versions of the "Silly Comparison" technique?

ChatGPT

"Cable TV subscription costs around \$100 per month.

On the other hand, my Copywriting Masterclass is priced at \$500, and while it won't entertain you with countless reality shows or keep you up-to-date on the latest celebrity gossip, it will equip you with the skills to craft compelling and persuasive messages that captivate your audience."

"A pack of chewing gum costs around \$1.

In contrast, my SEO eBook is priced at \$50, and while it won't freshen your breath or give you a jaw workout, it will provide you with the knowledge and strategies to optimize your website and drive organic traffic."

"A single movie ticket costs \$15.

However, my Email Marketing Course is priced at \$200, and while it won't transport you to a fantasy world or make you laugh out loud in a crowded theater, it will empower you with the techniques and insights to create effective email campaigns that engage and convert."

"A basic gym membership can cost \$50 per month.

But my Personalized Fitness Coaching program is priced at \$500, and while it won't grant you access to state-of-the-art equipment or provide a lively workout environment, it will offer you personalized guidance and support to help you achieve your fitness goals effectively."

"A fast food meal can cost around \$10.

Yet, my Healthy Meal Plan service is priced at \$100 per month, and while it won't satisfy your craving for greasy burgers and fries or offer the convenience of a quick drive-thru, it will provide you with nutritious and balanced meal options to support your overall well-being."

The "Silly Comparison" Technique allows you to humorously contrast the value and benefits of your offering against an everyday item, highlighting how your product or service brings unique advantages and outcomes. Use these examples to add a touch of amusement while emphasizing the value your offering brings to potential customers.

Prompt

I'm going to teach you the "Flippant Hands" technique.

This technique is used for when you're emailing your list and sending a lot of emails as you're doing a launch.

The first sentence starts with "On the one hand," and then states you dislike sending so many emails to them.

The second sentence starts with "On the other hand," and then states that you need to do this because of some humorous personal reason. In the example below, I've humorously said I need to feed my lifelong addiction to food and shelter. It should be obviously in jest / tongue in cheek.

Here is the full example:

"On the one hand, I hate bombarding your inbox with offers all the time.

On the other hand, I need to feed my lifelong addiction to food and shelter. I hope you can forgive me."

Can you write 5 more versions of the "Flippant Hands" technique?

ChatGPT

"On the one hand, I understand that receiving frequent emails can be overwhelming.

On the other hand, I have an insatiable curiosity to share valuable insights and witty banter. Please bear with me."

"On the one hand, I realize it's annoying to constantly see my name in your inbox.

On the other hand, I'm committed to the pursuit of spreading joy, knowledge, and occasional nonsense. It's a noble cause, isn't it?"

"On the one hand, I know it's easy to get tired of promotional emails flooding your mailbox.

On the other hand, my love for crafting witty subject lines and entertaining you is an unstoppable force. Your amusement is my fuel."

"On the one hand, I empathize with the frustration of inbox overload caused by my emails.

On the other hand, I've been told by a mystical fortune teller that every unopened email adds a sprinkle of luck to your day. Think of me as your digital rabbit's foot."

"On the one hand, I realize my emails might make you roll your eyes from time to time.

On the other hand, deep down, I believe we share a secret love for quirky humor and irresistible offers. Let's enjoy this delightful dance together."

Use the "Flippant Hands" technique to acknowledge the potential annoyance of frequent emails while injecting a dose of humor into your message. By showing your understanding and providing a playful justification, you can maintain a lighthearted tone and foster a connection with your audience during your launch.

Prompt

Can you do the same but make the "On the other hand," sentence more selfish?

ChatGPT

"On the one hand, I apologize for inundating your inbox with my emails.

On the other hand, my insatiable desire for attention and validation drives me to persist. Your engagement fuels my ego, and I am but a humble servant to its whims."

"On the one hand, I understand that receiving constant emails from me can be tiresome.

On the other hand, my unquenchable thirst for recognition and praise propels me forward. Your responses are like drops of nectar to my fragile writer's ego."

"On the one hand, I recognize that my frequent emails may test your patience.

On the other hand, my voracious appetite for fame and fortune demands that I persist. Your attention is a precious currency, and I am but a shameless collector."

"On the one hand, I acknowledge the annoyance of seeing my name pop up in your inbox.

On the other hand, my unapologetic quest for world domination through witty copy and irresistible offers compels me. Your surrender to my marketing brilliance is just a matter of time."

"On the one hand, I know my emails can sometimes feel like a relentless assault on your inbox.

On the other hand, my narcissistic tendencies thrive on the validation of your clicks and conversions. Your compliance is crucial to my megalomaniacal dreams."

Note: The intention with these examples is to employ humor and exaggeration. It's important to ensure that the tone remains light-hearted and the selfishness portrayed is clearly meant to be comical, rather than genuinely self-centered. Always consider your audience and their sense of humor when using such techniques.

Prompt

Excellent. We can also use the Flippant Hands technique for other contexts.

You can replace the first line about sending lots of emails with something else a prospect might find annoying.

Could you have a go at this?

ChatGPT

Certainly! Here are five examples of the Flippant Hands technique applied to different contexts, replacing the first line with a different annoyance:

"On the one hand, I understand it's irritating to receive yet another call from a salesperson during your busy day.

On the other hand, my miniature giraffe farm won't run itself, and these elegant creatures have expensive taste."

"On the one hand, I know it's frustrating to see yet another promotional flyer cluttering your mailbox.

On the other hand, my collection of vintage chewing gum wrappers requires constant expansion. The allure of minty nostalgia is irresistible!"

"On the one hand, I realize it's bothersome to encounter yet another traffic jam during your daily commute.

On the other hand, my obsession with collecting rare license plates knows no bounds. Help me fulfill my license plate dreams!"

"On the one hand, I acknowledge it can be exasperating to deal with yet another software update notification popping up on your screen.

On the other hand, my endless quest to conquer the world of digital unicorns demands the latest and greatest software. Join me on this mythical journey!"

"On the one hand, I get it. Nobody likes waiting in long lines at the supermarket checkout.

On the other hand, my ongoing mission to taste every flavor of ice cream ever created requires patience. Help me savor the sweetness of life!"

Feel free to adapt and modify these examples to suit the specific context or annoyance you have in mind. The Flippant Hands technique allows you to playfully acknowledge a common frustration while injecting humor and personal quirks into the conversation.

Prompt

Could you use the technique again that a digital marketing consultant might use?

ChatGPT

Certainly! Here are five examples of the Flippant Hands technique applied to the context of a digital marketing consultant:

"On the one hand, I understand how annoying it can be to receive endless cold emails from marketers.

On the other hand, my caffeine addiction fuels my brainstorming sessions, and I can't resist sharing my ingenious marketing strategies. Let's sip some virtual coffee and dive into success!"

"On the one hand, I realize it's frustrating to encounter yet another pushy ad while browsing the web.

On the other hand, my quest to outsmart algorithms and conquer the digital advertising realm requires persistent experimentation. Join me on this data-driven adventure!"

"On the one hand, I get it. We're bombarded with so many blog posts claiming to have the ultimate marketing secrets.

On the other hand, my bookworm instincts and insatiable appetite for marketing knowledge drive me to uncover the hidden gems. Let's separate the fluff from the real deal!"

"On the one hand, I know how overwhelming it can be to navigate the ever-changing landscape of social media algorithms.

On the other hand, my inner social butterfly thrives on decoding the digital dance of likes and shares. Let's waltz our way to social media success!"

"On the one hand, I understand your skepticism when it comes to hiring yet another digital marketing consultant.

On the other hand, my passion for digital growth is fueled by proving the naysayers wrong. Let's turn skeptics into believers and rock the digital world!"

Feel free to tweak and personalize these examples to match your own style and target audience. The Flippant Hands technique allows you to address common frustrations in a lighthearted way while showcasing your enthusiasm and expertise in the field of digital marketing.

Prompt

I'm going to teach you the "Herky Jerky" Technique.

This is where you use commas to add comic timing to a sentence.

The example below is from a time when I emailed Quora about my ad campaign failing because of some error in the system. It works because it ties something pretty boring (my ad campaign status) with something BIG (my dreams). I've also used understatement as I say "my dreams of relative prosperity" rather than something more impressive.

Here is the example:

"Whenever I do this, I get an awfully sad email telling me my ads, and with it, my dreams of relative prosperity, have been paused."

The Herky Jerky technique can work in other contexts. This is just one context.

Can you provide me some some additional versions of the Herky Jerky technique?

ChatGPT

"Every time I try to craft the perfect email subject line, I end up with a string of words that resembles a desperate cry for help, or a cry for mediocre engagement at best."

"While analyzing my website analytics, I discovered an alarming pattern: people visit, people leave, and somewhere in between, my hopes of becoming an internet sensation vanish into the abyss."

"Each time I try to write a compelling call-to-action, my fingers betray me, producing a feeble attempt at persuasion that elicits a collective yawn from my audience, followed by a swift click on the 'unsubscribe' button."

"Whenever I attempt to create a captivating landing page, the universe conspires against me, resulting in a mishmash of colors, fonts, and graphics that could be mistaken for a modern art masterpiece or an elaborate prank gone wrong."

"When I delve into the depths of data analysis, I often find myself swimming in a sea of numbers, lost in a labyrinth of spreadsheets, desperately searching for that one elusive insight that will transform my marketing strategy from average to awe-inspiring."

"Every time I try to write a witty social media post, my comedic genius temporarily abandons me, leaving behind a trail of forced puns, awkward hashtags, and a haunting silence from my followers."

Note: The purpose of the "Herky Jerky" Technique is to infuse humor and create a playful rhythm by utilizing strategic comma placement. It adds an element of surprise and comedic timing to the sentence structure.

Remember, the key to the Herky Jerky technique is using strategic pauses with commas to create comedic timing and unexpected contrasts within the sentence. Feel free to play around with your own ideas and scenarios to add a touch of humor to your writing!

Prompt

These are good but can you try again and make the end of each more self-deprecating?

ChatGPT

"Whenever I attempt to craft an engaging email, I end up with a cringe-worthy message that could easily qualify for the 'Most Uninspiring Email of the Year' award."

"While analyzing my website traffic, I stumble upon a disheartening revelation: my bounce rate could rival that of a trampoline convention, leaving me questioning my ability to captivate even the most easily distracted internet users."

"Each time I sit down to create a persuasive sales pitch, I find myself caught in a vortex of self-doubt, wondering if my words will have the same impact as a whisper in a crowded stadium."

"When I try to design a visually stunning landing page, my artistic talents mysteriously vanish, leaving me with a layout that resembles the abstract doodles of a sleep-deprived toddler."

"Every time I attempt to write a captivating blog post, I'm haunted by the fear that my words will fall flat, buried under an avalanche of more engaging content, like a lone pebble in a vast desert."

"While analyzing social media trends, I'm reminded of my own social awkwardness, making me question my ability to create viral content that could even make a cat video jealous."

Note: In the "Herky Jerky" Technique, the self-deprecating tone is used to add a humorous touch and create a relatable connection with the audience. It highlights the writer's struggles and imperfections in a lighthearted manner.

Prompt

Here is another example of the Herky Jerky technique:

"My experiment has shown me that spending tons of money on shit I don't need, is not, in fact, an effective long-term method of resolving protracted mental health issues."

With this in mind, can you try and write a few more versions of the Herky Jerky technique?

ChatGPT

"Coffee, the elixir of productivity, has proven to be a double-edged sword; it fuels my ambitious endeavors in the morning and then mercilessly keeps me up all night, questioning the meaning of existence."

"As I diligently attempted to conquer my overflowing inbox, I discovered a disheartening truth: my email management skills resemble a chaotic game of whack-a-mole, leaving me with a persistent feeling of digital overwhelm."

"Despite my best efforts to be punctual, I find myself consistently running late, juggling excuses like a clumsy circus performer trying to catch up with the demands of time."

"In my quest for the perfect marketing strategy, I've realized that my knack for choosing the most unconventional and unpredictable paths often results in both awe-inspiring breakthroughs and bewildering detours."

"While striving to achieve a harmonious work-life balance, I've come to the realization that my scales are perpetually tipped in favor of either total workaholism or indulgent laziness, leaving me in a perpetual state of equilibrium limbo."

Note: The Herky Jerky technique utilizes the use of commas to create pauses and add a comedic effect to the sentence. It allows for a playful tone and injects humor into everyday situations or observations.

Prompt

Can you do this again but make the examples relevant to a digital marketing consultant?

ChatGPT

Certainly! Here are some examples of the Herky Jerky technique tailored to a digital marketing consultant context:

"I spent hours analyzing data, crunching numbers, and attempting to decode the mysterious algorithms. Little did I know that the real secret to success was a solid cup of coffee, a dash of luck, and a lot of strategic guessing."

"Every time I think I've mastered the art of social media marketing, a new platform emerges, throwing me into a whirlwind of hashtags, trending topics, and GIFs. It's like trying to ride a roller coaster while juggling flaming torches, but hey, it keeps things interesting."

"As I carefully crafted the perfect email campaign, carefully selecting words, optimizing subject lines, and agonizing over every punctuation mark, I realized that the true power of persuasion lies in the magical combination of storytelling, psychology, and a well-placed emoji. Who would've thought?"

"I delved into the world of SEO, diving deep into keyword research, metadata optimization, and backlink strategies. It was like unraveling a complex puzzle, except the puzzle kept changing its shape, hiding pieces in random corners, and occasionally throwing in a riddle just for fun."

"Launching a new ad campaign is a thrilling roller coaster ride, filled with anticipation, adrenaline, and a sudden realization that the client's logo is nowhere to be found. It's amazing how something as simple as a logo can turn a campaign into a treasure hunt, but it keeps us on our toes."

Remember to utilize the pauses created by the commas to emphasize the contrast and add a touch of humor to your sentences. Feel free to adapt and customize these examples to fit your own experiences and style as a digital marketing consultant.

Prompt

Can you write 5 versions of the Herky Jerky technique that a copywriter could use when describing having to fire a client because they were way too demanding for the price they were paying?

ChatGPT

Certainly! Here are five versions of the Herky Jerky technique in the context of a copywriter firing a demanding client:

"As much as I enjoy a challenge, there comes a point when wrestling with a ferocious lion for a fraction of its weight in raw meat no longer seems like a fair deal."

"Working with this client felt like trying to solve the enigma of the Sphinx while juggling flaming torches, but with a budget that barely covered the cost of marshmallows."

"I've come to realize that being at the beck and call of a client whose expectations rival those of a demanding toddler on a sugar rush is not the epitome of work-life balance I had envisioned."

"Dealing with this client's relentless demands was akin to sprinting a marathon in high heels, with no finish line in sight and a blister forming on every step."

"It's become abundantly clear that maintaining a harmonious client relationship requires more than an endless supply of patience and the ability to perform miracles on a shoestring budget. Sometimes, it's like chasing a mythical unicorn through a labyrinth while holding a single strand of dental floss."

Remember to adapt these examples to fit your specific situation and maintain a lighthearted and humorous tone while conveying the challenges faced with demanding clients.

Prompt

These are great but can you do it again and make sure there are at least 3 commas in each example?

ChatGPT

Certainly! Here are five versions of the Herky Jerky technique with at least three commas in each example:

"Navigating the treacherous waters of this client's ever-changing demands, constant requests for revisions, and perpetual state of dissatisfaction felt like being trapped in a grammatically incorrect sentence, desperately seeking punctuation salvation."

"Attempting to meet the outrageous expectations of this client, who seemed to believe I possessed a magic wand, an army of unicorns, and an unlimited supply of caffeinated beverages, proved to be an exercise in futility."

"Working with this client was like running a marathon, uphill, in a thunderstorm, wearing a ballgown, while juggling flaming torches, and trying to maintain an air of professionalism despite feeling like a circus act gone wrong."

"The delicate dance between managing this client's unrealistic demands, balancing multiple projects simultaneously, and attempting to maintain a semblance of sanity required a level of multitasking that would make an octopus envious."

"Engaging in a battle of wits with this client, who seemed to possess an insatiable appetite for revisions, a knack for micro-managing every aspect of the project, and an uncanny ability to summon the chaos of a tropical storm with a single email, was an experience that could rival the most absurd Shakespearean comedy."

Feel free to modify these examples to fit your specific context and add your personal touch to make them even more engaging.

Prompt

These are brilliant. Can you provide some versions of the Herky Jerky technique for a copywriter who hasn't landed their first client yet, and are trying to maintain their enthusiasm while dealing with silence from loads of prospects to whom they've sent a cold pitch?

ChatGPT

Certainly! Here are five versions of the Herky Jerky technique for a copywriter who is eagerly waiting for their first client and facing the silence of prospects after sending cold pitches:

"As I patiently await the response of potential clients to my carefully crafted cold pitches, I find myself caught in a suspenseful limbo, where the silence is so palpable I can hear the distant chirping of crickets echoing in my inbox."

"In the vast expanse of cyberspace, my cold pitches float like cosmic dust particles, waiting to be noticed by the discerning eyes of potential clients who possess the power to launch my copywriting career to intergalactic heights or leave it stranded in the dark abyss of unread emails."

"Like a lone troubadour serenading the night sky, my heartfelt cold pitches soar through the digital realm, seeking a receptive audience among the masses of prospects, hoping to strike a harmonious chord and ignite the symphony of my copywriting journey."

"In the realm of cold pitching, patience becomes my steadfast companion as I navigate the treacherous seas of unanswered emails, dancing between hope and uncertainty, much like a sailor searching for the North Star to guide me towards my first client's welcoming shores."

"As I peer into the vast void of my inbox, awaiting the glimmer of hope that signifies a positive response, I can't help but embrace the silence as a mysterious friend, whispering tales of suspense, reminding me that each unanswered email is simply a prelude to the grand symphony of my copywriting success."

Remember, these examples are meant to add a touch of humor and whimsy to the copywriter's experience while highlighting the anticipation and resilience needed in the pursuit of landing that first client. Feel free to personalize and adapt them to resonate with your specific situation and writing style.

Prompt

Can you provide some examples for a digital marketing consultant who has had to fire a client because he was always snide and condescending on email and it wasn't worth the money because of this.

ChatGPT

Certainly! Here are five versions of the Herky Jerky technique for a digital marketing consultant who had to fire a client due to their consistently snide and condescending email exchanges, which made the working relationship less than ideal:

"Ah, the fascinating world of client interactions, where emails can often turn into a twisted dance of snarky remarks and condescending jabs. After engaging in what seemed like a never-ending tango of witty insults, I decided to gracefully exit the floor and bid farewell to a client who had mastered the art of making every email exchange feel like a dubious honor."

"In the realm of digital marketing adventures, I've encountered clients whose email prowess could rival that of a sly wordsmith. Their messages dripped with an exquisite blend of snide remarks and condescending tones, leaving me pondering the enigma of why they sought my professional assistance in the first place. With a heavy heart but a renewed sense of self-preservation, I waved them goodbye from the ever-crowded dance floor of client collaborations."

"Oh, the wonders of client correspondence, where every email exchange reveals a colorful tapestry of snide remarks and condescending undertones. In the midst of deciphering their email labyrinth, I decided it was time to part ways with a client who had perfected the art of combining biting sarcasm with a seemingly endless supply of lofty superiority. Adieu, dear client, may your future endeavors be as audacious as your email signature."

"As a digital marketing consultant, I've become a connoisseur of intriguing email exchanges. While most clients embrace a harmonious collaboration, there are those rare few who wield their keyboards like a weapon of snarky remarks and condescending banter. With a sigh of relief and a renewed appreciation for tranquility, I bid farewell to a client whose emails seemed to be infused with an unparalleled dose of superiority, leaving me in awe of their linguistic acrobatics."

"In the realm of client interactions, I've encountered a fascinating specimen—a client who could turn even the simplest email exchange into a battleground of snide remarks and condescending undertones. As I pondered the mysteries of their email prowess, I made the courageous decision to sever ties with this master of digital condescension, freeing myself from the shackles of unnecessary snark and embracing a future filled with more positive collaborations."

Remember to adapt these examples to your specific experience and add your own humorous touch. The aim is to bring a lighthearted perspective to the situation while connecting with your audience on a relatable level.

Prompt

Can you provide some examples for a business owner desperately trying to scale their Facebook ads campaign but suffering the annoying consequences of diminishing returns no matter what strategies and tactics they try?

ChatGPT

Certainly! Here are five examples of the Herky Jerky technique for a business owner struggling with diminishing returns despite their best efforts to scale their Facebook ads campaign:

"Ah, the alluring world of Facebook ads, where dreams of exponential growth collide with the harsh reality of diminishing returns. Despite my valiant attempts to crack the code and unlock the secrets of scalable success, it seems that even the most brilliant strategies and cutting-edge tactics succumb to the merciless grasp of the ever-elusive algorithm."

"In the realm of Facebook ads, where hopes of skyrocketing growth dance hand-in-hand with the haunting whispers of diminishing returns, I find myself caught in a perpetual loop of trial and error. Like a determined explorer navigating uncharted territories, I've ventured through the treacherous terrain of targeting, bidding, and creative wizardry, only to be greeted by the mischievous grin of diminishing returns at every turn."

"Oh, the enchanting enigma of Facebook ads—a realm where the pursuit of scalable success often feels like a frenzied dance with diminishing returns. Despite my tireless efforts to conjure up irresistible ad copy, captivating visuals, and precise targeting, I've found myself entangled in the enigmatic web of the algorithm, forever chasing the elusive sweet spot where scale and returns intertwine."

"As a business owner set on conquering the vast expanse of Facebook ads, I've become intimately acquainted with the bittersweet symphony of diminishing returns. With unwavering determination, I've experimented with an array of strategies, ad variations, and audience segments, only to find that even the most promising campaigns eventually succumb to the gravitational pull of diminishing returns. Alas, the quest for scalable success continues."

"In the ever-evolving realm of Facebook ads, scaling a campaign can feel like attempting to tame a wild beast that constantly eludes your grasp. Despite my valiant efforts to crack the code, my encounters with diminishing returns have become an all-too-familiar tale of hope and frustration. But fear not, fellow business owner, for I shall not relent in my pursuit of the ultimate formula that will unlock the gates to boundless growth."

Remember to tailor these examples to your specific experiences and add your own humorous touch. The goal is to empathize with the frustrations of the audience while injecting a lighthearted tone that captures their attention and resonates with their struggles.

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Prompt

I'm going to show you a technique called The Triple Reverse.

With this technique you build up a context in the first sentence with 3 words. The next sentence then shatters to context by going in a different direction to what's expected.

Here are two examples:

"I wanted to introduce someone that is intelligent, hilarious, and brilliant. Unfortunately, we've got Jon Buchan speaking."

"I wanted to introduce myself in a way that showed I was interesting, witty, and clever. Alas, I wrote this email instead."

Can you write more versions of the Triple Reverse technique?

ChatGPT

Certainly! Here are some more examples of the Triple Reverse technique:

"I was looking for a colleague who is diligent, reliable, and punctual. Then I met Sarah, who's perpetually late but makes up for it with her exceptional coffee-making skills."

"We were expecting a speaker who is captivating, insightful, and profound. Instead, we have John, who couldn't find his way out of a paper bag but manages to stumble upon moments of accidental brilliance."

"I was searching for a business partner who is ambitious, visionary, and charismatic. But fate had other plans, and I ended up with Greg, who can't seem to make a decision without consulting his pet goldfish."

"We were hoping for a website that is sleek, modern, and user-friendly. Unfortunately, our designer got carried away with neon colors, animated GIFs, and a font that should never see the light of day."

"I was seeking a mentor who is wise, experienced, and full of sage advice. Instead, I found myself with Phil, who's always ready to share his vast collection of dad jokes but little else."

The Triple Reverse technique creates an initial expectation or context with the first sentence, only to surprise and amuse the reader by subverting it in the following sentence. It adds a twist of unexpected humor to engage the audience.

Prompt

These are good but can you try again but make the second sentence on each shorter?

ChatGPT

Certainly! Here are revised versions of the Triple Reverse technique with shorter second sentences:

"I wanted to introduce someone intelligent, hilarious, and brilliant. Unfortunately, we've got Jon speaking."

"I wanted to introduce myself as interesting, witty, and clever. Alas, I wrote this email instead."

"I was looking for a colleague who is diligent, reliable, and punctual. Then I met Sarah, perpetually late but an exceptional coffee maker."

"We were expecting a captivating, insightful, and profound speaker. Instead, we have John, stumbling upon accidental brilliance."

"I was searching for an ambitious, visionary, and charismatic business partner. But fate had other plans, and I got Greg, who consults his pet goldfish."

"We were hoping for a sleek, modern, and user-friendly website. Unfortunately, our designer went wild with neon colors."

"I was seeking a wise, experienced, and sage-like mentor. Instead, I found Phil, armed with dad jokes."

In these revised examples, the second sentences are shorter while still delivering the unexpected twist or contrast to create a humorous effect.

Prompt

Can you do this again but make them like example 2? Make them self-deprecating rather than targeting other people.

ChatGPT

Certainly! Here are revised versions of the Triple Reverse technique with self-deprecating second sentences:

"I wanted to introduce myself as confident, accomplished, and charismatic. Instead, here I am, stumbling through this email."

"I was hoping to come across as suave, sophisticated, and debonair. But alas, I'm just a person who googles 'how to tie a tie.'"

"I wanted to impress you with my impeccable grammar, extensive vocabulary, and eloquent prose. Instead, I'll likely make a typo in this sentence."

"I aimed to present myself as a prodigy, a savant, and a mastermind. Yet, I struggle to solve a Rubik's Cube without a YouTube tutorial."

"I wanted to showcase my creativity, innovation, and brilliance. Instead, I'll settle for a well-placed GIF and hope for a chuckle."

"I was hoping to exude an air of wisdom, sagacity, and profound insights. But let's be honest, I still can't figure out why the chicken crossed the road."

"I aimed to demonstrate an encyclopedic knowledge, impeccable memory, and unparalleled intellect. Instead, I'll rely on Wikipedia and pretend I knew it all along."

In these revised examples, the second sentences have a self-deprecating tone, poking fun at oneself rather than targeting others. The unexpected twist still adds humor and creates a contrast between the initial setup and the humorous reality.

Prompt

I'm going to teach you a technique called The Reverse. It's a technique used by stand up comedians often.

The first part sets up the context.

The second part shatters the expectations based on the context that has been built up.

Example 1:

"I sold my house this week. I thought I got a good price for it - but it made my landlord mad as hell."

Example 2:

"I know you want to hear the latest dope from Washington. Well, here I am."

I'm going to give you some context for example 3:

The 'reverse' has even been employed to great effect by a US President. In the 1984 election, Ronald Reagan knew his age would come up in the debates. Reagan was prepared and had this killer 'reverse' planned. He got a cascade of laughter. Even his opponent burst out laughing.

Example 3:

"I will not make age an issue of this campaign. I am not going to exploit, for political purposes, my opponent's youth and inexperience."

Can you come up with some additional versions of The Reverse?

ChatGPT

Certainly! Here are some additional examples of The Reverse technique:

"I decided to take up cooking as a hobby. Let's just say the smoke alarm is now my personal cheerleader."

"I joined a fitness class to get in shape. It turns out the only shape I've mastered is the shape of a couch potato."

"I started learning a new language to broaden my horizons. Now I can confidently order a cup of coffee and embarrass myself in five different languages."

"I thought buying a fancy blender would make me a health guru. Turns out my smoothie-making skills are more like a recipe for disaster."

"I decided to try my hand at gardening. Unfortunately, my plants have formed an alliance and initiated a revolt against me."

Remember, The Reverse technique involves setting up a context or expectation in the first part and then shattering those expectations with a surprising twist in the second part, often leading to humor and unexpected outcomes.

Prompt

Can you provide 10 more?

ChatGPT

Certainly! Here are 10 more examples of The Reverse technique:

"I signed up for a meditation retreat to find inner peace. Little did I know, my mind is the loudest roommate I've ever had."

"I bought a self-help book to improve my self-discipline. Now it's collecting dust, reminding me of my lack of follow-through."

"I decided to try my hand at painting to unleash my inner artist. The only thing I've managed to create is a masterpiece of abstract mess."

"I invested in a high-tech home security system for peace of mind. Turns out, it's mostly just an advanced cat surveillance system."

"I took up dancing lessons to impress others with my graceful moves. Let's just say my dance style can best be described as 'interpretive chaos.'"

"I started practicing mindfulness to achieve a state of zen. Instead, I've become acutely aware of just how easily I get distracted by shiny objects."

"I enrolled in a public speaking course to conquer my fear of public speaking. Now I just fear public speaking with proper pronunciation."

"I bought a state-of-the-art blender for healthy smoothies. Now it's the most expensive paperweight in my kitchen."

"I tried to become a morning person by setting multiple alarms. Now I have a personal vendetta against my snooze button."

"I embarked on a DIY home improvement project to showcase my handyman skills. The end result can only be described as 'Pinterest gone wrong.'"

Remember, The Reverse technique is about creating an expectation or context in the first part and then turning it around with an unexpected twist in the second part, often leading to humor and surprise.

Prompt

I'm going to show you how to use Sophisticated Double Entendres.

The most sophisticated double entendres tend to be sarcastic statements that generally mean the exact opposite of what's being expressed.

"He's such a skilled professor he can tell you everything he knows in one breath."

"Thank you for sending me a copy of your book. I shall waste no time reading it."

Can you write some additional Sophisticated Double Entendres?

ChatGPT

Certainly! Here are some examples of Sophisticated Double Entendres:

"Your presentation was so captivating that it single-handedly cured my insomnia."

"I must commend your impeccable taste in fashion. Wearing that outfit takes real courage."

"Your insightful feedback has opened my eyes to a whole new level of ignorance."

"Your meticulous attention to detail is truly awe-inspiring. I've never seen anyone take such care to ensure every mistake is made."

"Your extraordinary ability to speak without saying anything at all is truly a gift."

Remember, Sophisticated Double Entendres involve using sarcastic statements that express the opposite of what is being conveyed. They add a touch of irony and wit to the conversation.

Prompt

Can you provide 20 more examples of Sophisticated Double Entendres?

ChatGPT

Certainly! Here are 20 more examples of Sophisticated Double Entendres:

"Your sense of humor is so dry, it could cure a drought."

"Your persistence in offering unsolicited advice is truly admirable."

"Your punctuality is remarkable. I can always count on you to arrive precisely when the party is over."

"Your cooking skills are unmatched. I've never tasted anything quite like it."

"Your ability to make small talk about the weather is truly a gift. It's a shame it's the only topic you seem to master."

"Your choice of words is truly poetic. I'm in awe of how you manage to say so much while conveying so little."

"Your attention to detail is legendary. You never miss an opportunity to complicate the simplest of tasks."

"Your ability to find the silver lining in any situation is truly remarkable. It's almost as if you have a talent for ignoring reality."

"Your fashion sense is truly unique. You manage to defy all fashion norms with absolute confidence."

"Your singing voice is captivating. It's remarkable how it manages to silence an entire room."

"Your generosity knows no bounds. You're always willing to share your unwanted advice and unwanted company."

"Your storytelling skills are extraordinary. It's like listening to a suspenseful novel with no plot."

"Your knack for being fashionably late is truly an art form. It's as if you've mastered the art of making an entrance without the inconvenience of being on time."

"Your ability to turn a simple task into a complex puzzle is truly astounding. It's like watching a magician perform tricks with everyday objects."

"Your vocabulary is impressive. You have a way of using big words to say very little."

"Your taste in music is unique. It's like you have a sixth sense for finding the most obscure and unappealing melodies."

"Your patience is commendable. I'm amazed at how effortlessly you can wait for something that will never happen."

"Your attention to detail is second to none. You manage to focus on the most insignificant aspects while completely missing the bigger picture."

"Your dedication to the task at hand is truly inspiring. It's like watching someone tirelessly work on something that no one asked for or cares about."

"Your sense of direction is impressive. You have a remarkable ability to get lost in the simplest of places."

Remember, Sophisticated Double Entendres employ sarcastic statements that convey the opposite meaning. They add a layer of irony and wit to the conversation.

Prompt

Can you write 5 more but relate them to digital marketing somehow.

ChatGPT

Certainly! Here are 5 examples of Sophisticated Double Entendres related to digital marketing:

"Your keyword research skills are top-notch. You have an uncanny ability to find the most irrelevant keywords with surgical precision."

"Your social media strategy is truly groundbreaking. It's like you've discovered a secret formula for losing followers and generating minimal engagement."

"Your attention to analytics is truly admirable. You never fail to obsess over insignificant metrics while overlooking the key indicators of success."

"Your content creation process is awe-inspiring. It's like watching a masterpiece being painted with a random assortment of colors and brushes."

"Your email marketing campaigns are truly unforgettable. It's as if you've mastered the art of creating messages that go straight to the spam folder."

Remember, these examples use sarcastic statements to convey a humorous contrast between the intended meaning and the opposite meaning.

Prompt

I'm going to show you a line from my Original Drunk Cold Email.

"We have some big names on board - but being the ambitious bunch we are, we won't settle for anything other than total domination."

You'll notice the use of alliteration - Big, Board, But, Being, amBitious, Bunch.

Can you write additional versions of this also using alliteration? It doesn't have to be the letter B that alliterates.

ChatGPT

Certainly! Here are a few variations of the line using alliteration with different letters:

"We have prominent players on our roster - but as passionate pioneers, we won't settle for anything less than complete conquest."

"Our team boasts top talents - but driven by our daring disposition, we won't settle for anything but resounding triumph."

"We've partnered with powerful personalities - but fuelled by our fervent spirit, we won't settle for anything short of absolute ascendancy."

"Our lineup features luminaries - but guided by our relentless resolve, we won't settle for anything except utter domination."

"We've enlisted exceptional experts - but spurred by our relentless pursuit, we won't settle for anything other than unrivaled victory."

These variations utilize alliteration to create rhythmic and impactful statements that add flair to the original line.

Prompt

Can you provide 5 more? Can you try to use the same letter that alliterates each time rather than a mix this time?

ChatGPT

Certainly! Here are five additional variations using the same letter for alliteration:

"We have formidable figures on our team - but driven by our fierce fervor, we won't settle for anything less than full-fledged domination."

"Our lineup comprises leading luminaries - but fueled by our boundless ambition, we won't settle for anything short of glorious triumph."

"We've gathered great giants in our ranks - but guided by our grandiose goals, we won't settle for anything except grandiose conquest."

"Our squad showcases stellar stars - but spurred by our steadfast spirit, we won't settle for anything other than supreme supremacy."

"We've recruited remarkable rebels - but motivated by our relentless resolve, we won't settle for anything but resounding victory."

These variations maintain consistent alliteration with the same letter to create a cohesive and impactful effect.

Prompt

Can you provide 10 more but feel free to use a mixture of different letters that alliterate?

ChatGPT

Certainly! Here are ten additional variations using a mixture of different letters for alliteration:

"Our team boasts top talents - propelled by our passion and purpose, we won't settle for anything less than triumphant transformation."

"With seasoned specialists by our side - united by our unwavering vision, we won't settle for anything short of spectacular success."

"We've assembled a squad of skilled strategists - inspired by our collective commitment, we won't settle for anything but brilliant breakthroughs."

"Bringing together brilliant minds - driven by our daring determination, we won't settle for anything other than game-changing greatness."

"In our arsenal, we have creative champions - led by our creative compass, we won't settle for anything except awe-inspiring achievements."

"Our crew comprises marketing maestros - guided by our marketing mastery, we won't settle for anything less than monumental milestones."

"With a roster of remarkable innovators - propelled by our unwavering inventiveness, we won't settle for anything short of revolutionary results."

"Our lineup features communication connoisseurs - inspired by our shared zeal, we won't settle for anything but captivating connections."

"Gathering a team of design virtuosos - fueled by our design-driven devotion, we won't settle for anything other than exquisite excellence."

"We've recruited a league of branding mavericks - motivated by our brand-building brilliance, we won't settle for anything except extraordinary impact."

These variations incorporate a mixture of different letters to maintain the alliterative effect and add a touch of creativity and variety to the statements.

Prompt

I need to provide some clarification - the "big names on board" refers to clients the agency has won, not employees hired. Can you write 10 more with this in mind?

ChatGPT

Certainly! Here are ten additional variations considering the clarification that "big names on board" refers to clients the agency has won:

"We've partnered with prestigious pioneers - propelled by our pursuit of greatness, we won't settle for anything less than unparalleled achievements."

"Our portfolio features renowned brands - fueled by our commitment to excellence, we won't settle for anything short of remarkable results."

"We've secured significant industry leaders - guided by our relentless drive, we won't settle for anything but remarkable market domination."

"With influential organizations by our side - inspired by our quest for success, we won't settle for anything other than transformative triumphs."

"In our clientele, we boast brand behemoths - motivated by our unwavering ambition, we won't settle for anything except monumental milestones."

"We've garnered global giants as clients - driven by our dedication to distinction, we won't settle for anything less than extraordinary impact."

"Our track record includes top-tier titans - propelled by our unrivaled expertise, we won't settle for anything short of industry-leading results."

"With household names in our roster - guided by our unwavering pursuit, we won't settle for anything but groundbreaking brand elevation."

"We've attracted acclaimed companies - fueled by our relentless innovation, we won't settle for anything other than trailblazing transformations."

"Our success stories feature revered brands - inspired by our unwavering commitment, we won't settle for anything except exceptional accomplishments."

These variations emphasize the agency's achievement in securing notable clients and winning big names as partners. The language used reflects the agency's ambition and commitment to delivering exceptional results for their prestigious clientele.

Prompt

Can you do the same but make sure the letter than alliterates is the same throughout. Try to have as much alliteration as possible.

ChatGPT

Certainly! Here are ten variations with consistent alliteration throughout using the letter "P":

"We've procured prominent patrons - propelled by our passion for perfection, we persistently pursue peerless performance."

"Our portfolio boasts powerful partners - driven by our dedication to distinction, we persistently pursue paramount progress."

"We've secured significant supporters - guided by our unwavering purpose, we persistently pursue pinnacle prominence."

"With prestigious players on our side - propelled by our penchant for precision, we persistently pursue preeminent prosperity."

"In our clientele, we welcome paramount pioneers - propelled by our perpetual pursuit, we persistently pursue peak performance."

"We've partnered with prized patrons - driven by our passion for perfection, we persistently pursue peerless prowess."

"Our track record includes preeminent partners - guided by our unwavering principles, we persistently pursue prodigious prosperity."

"With profound players in our portfolio - propelled by our purposeful path, we persistently pursue paramount prominence."

"We've attracted prominent patrons - inspired by our pursuit of perfection, we persistently pursue pinnacle performance."

"Our success stories feature powerful partners - propelled by our persevering spirit, we persistently pursue preeminent progress."

In these variations, the consistent use of the letter "P" creates a strong alliterative effect while highlighting the agency's ability to attract and partner with prominent clients. The language emphasizes the agency's commitment to excellence and the pursuit of exceptional performance.

Prompt

Can you do the same but each example can use a different letter for alliteration - but each example should keep to 1 letter that alliterates?

ChatGPT

Certainly! Here are ten variations where each example uses a different letter for alliteration:

"Our remarkable roster is resplendent - replete with renowned clientele, representing remarkable results."

"We've amassed an army of awe-inspiring allies - accomplishing astounding achievements and acquiring accolades."

"Witness our wondrous web of well-known winners - weaving a web of winning strategies and wowing the world."

"Our prestigious partners personify prowess - pursuing perfection, producing profitable outcomes."

"Behold our band of brilliant brands - bringing bold brilliance, boosting business beyond boundaries."

"We've gathered a galaxy of great giants - generating grand growth and garnering global acclaim."

"Explore our ensemble of esteemed entities - excelling in execution, evolving with every endeavor."

"Survey our selection of superstar sponsors - standing strong, shaping success stories."

"Experience our exceptional ensemble - embracing excellence, exceeding expectations effortlessly."

"Discover our domain of distinguished darlings - dominating the market with daring and devotion."

In these variations, each example highlights the agency's ability to attract and collaborate with notable clients using different letters for alliteration. The language conveys a sense of grandeur, expertise, and success, capturing the attention and interest of the reader.

Prompt

I'm going to teach you Mock Your Competitors technique.

This is where you take a known pain point of your competition and use visual imagery to exaggerate the issue.

Here is an example:

"Many suppliers have contracts so restrictive they should come with a set of complementary handcuffs. Oh no. I don't want to give them ideas..."

Can you try writing your own versions of the Mock Your Competitors technique?

ChatGPT

Certainly! Here are a few examples of the Mock Your Competitors technique:

"Our competitors' customer service is as elusive as a unicorn riding a rainbow. You're more likely to spot Nessie in Loch Ness than get a timely response from them."

"Their product claims to be cutting-edge, but it's about as cutting-edge as a butter knife in a world of laser swords. Don't be fooled by their outdated technology."

"While others promise lightning-fast delivery, their shipping speed can be likened to a snail on a leisurely stroll. You'll have time to write a novel before your package arrives."

"Ever feel like you're deciphering hieroglyphics when reading their user manuals? It's like they hired ancient scribes instead of technical writers. Our instructions are crystal clear in comparison."

"Their website design is reminiscent of the early days of the internet, complete with flashing GIFs and MIDI music. It's a trip down memory lane you didn't sign up for."

Remember, the goal is to humorously highlight the weaknesses or shortcomings of your competitors while emphasizing your own strengths.

Prompt

Excellent. Can you give me 10 more examples that a digital marketing agency could use?

ChatGPT

Certainly! Here are 10 more examples of the Mock Your Competitors technique specifically tailored for a digital marketing agency:

"Our competitors' SEO strategies are as effective as whispering keywords into a black hole. Don't let your website disappear into the void."

"Their social media campaigns resemble a tumbleweed rolling across a deserted town. We'll make sure your brand gets the attention it deserves."

"While others drown in a sea of generic stock photos, we'll give your visual content the royal treatment, no cheesy clichés included."

"Their email marketing is like sending messages in a bottle and hoping for a reply. We'll help you craft campaigns that land directly in your customers' inboxes."

"Don't settle for online ads that blend into the digital noise. Our ad campaigns are as eye-catching as a neon sign in a sea of grayscale."

"Their content creation is about as captivating as watching paint dry. We'll bring your brand's story to life with engaging and irresistible content."

"Tired of competitors' websites that load slower than a snail with a heavy backpack? We'll optimize your site for lightning-fast performance."

"Their analytics reports are like deciphering ancient hieroglyphs without a Rosetta Stone. We'll provide you with clear, actionable insights that speak your language."

"While they struggle to keep up with the ever-changing digital landscape, we'll be your trusty GPS, guiding your brand to success."

"Their digital presence is as invisible as a chameleon in a rainbow. We'll help your brand stand out and shine in the crowded online world."

Remember to adapt these examples to fit your specific digital marketing agency and target audience.

Prompt

Could you give me 10 more examples that a freelance copywriter could use?]

ChatGPT

Certainly! Here are 10 more examples of the Mock Your Competitors technique tailored for a freelance copywriter:

"While others churn out bland copy that puts readers to sleep faster than a lullaby, I'll deliver words that dance, sing, and make your brand come alive."

"Their taglines are as forgettable as last year's fashion trends. Let me create a tagline that's so catchy, it'll stick in people's minds like a pop song chorus."

"Don't settle for copy that sounds like it was written by a robotic algorithm. My words have more personality than a cast of quirky characters in a Wes Anderson film."

"Their blog posts are as dry and dull as reading a dictionary. I'll craft engaging and informative articles that keep readers hooked from the first word to the last."

"While they drown in a sea of jargon, I'll simplify your messaging and make sure your audience actually understands what you're trying to say."

"Their website copy is about as exciting as watching paint dry. I'll transform your website into a captivating storytelling platform that converts visitors into loyal customers."

"Tired of sales emails that end up in the virtual trash bin? Let me write persuasive emails that make your prospects click, open their wallets, and shout, 'Take my money!'"

"Their social media captions are as bland as unseasoned tofu. I'll add a pinch of spice and create posts that grab attention and generate buzz."

"While they struggle to find the right words, I'll weave together a symphony of sentences that engage, inspire, and move your audience to take action."

"Their copywriting is as lifeless as a wilted flower. I'll breathe new life into your brand's messaging and make it bloom with creativity and impact."

Feel free to adapt these examples to suit your own style and expertise as a freelance copywriter.

Prompt

Can you use the Mock Your Competitors technique for a freelance designer?

ChatGPT

Certainly! Here are 10 examples using the Mock Your Competitors technique for a freelance designer:

"Unlike other designers who think 'creative' means using Comic Sans, I actually have a good grasp on what constitutes visually appealing."

"Some designers have an uncanny ability to make your logo look like it was created by a blindfolded monkey. I, on the other hand, promise to deliver designs that won't scare your customers away."

"While some designers treat colors like they're allergic to them, I embrace the full spectrum, sparing no shade from their rightful place in your visual masterpiece."

"Their idea of 'unique' is slapping a generic stock photo on your website. My approach involves actual creativity and the occasional spark of genius."

"Other designers might leave you scratching your head, wondering if you accidentally stumbled upon a modern art exhibition. Fear not, my designs are here to save the day with a healthy dose of visual clarity."

"They have a knack for creating websites that look like they're straight out of the '90s. My designs, however, transport your visitors to the cutting-edge of the digital age."

"While some designers insist on cluttering your layout with unnecessary elements, I believe in the power of simplicity, letting your content shine without distractions."

"Their idea of a logo is a random mishmash of fonts and shapes that resembles a ransom note. My logos, in comparison, are like a perfectly tailored suit—classy, memorable, and perfectly suited to your brand."

"Other designers might be satisfied with delivering cookie-cutter templates. I, on the other hand, thrive on creating custom designs that make your brand stand out in a sea of mediocrity."

"While some designers rely on outdated trends that scream 'yesterday,' I pride myself on being a trendsetter, breathing fresh life into your visuals and keeping you ahead of the curve."

Using the Mock Your Competitors technique, these examples playfully highlight the shortcomings of other designers while emphasizing the unique and high-quality design services offered by the freelance designer.

Sales Lines

Prompt

I'm going to show you the Give Me Your Money BackPedal technique.

This is like the Hyperbole Backpedal I've already shown you, but it's a specific device used at the end of sales pages or sales emails. It starts by using a non-specific phrase such as "summon the courage to join me on this rebellious journey."

The next sentence then translates what I actually mean in crude terms rather than fluffy terms.

"And by "join me on this rebellious journey", I mean "hand me your hard earned money as soon as possible without hesitation.""

Here's the full example:

So here we are. I'm violating pretty much every possible rule for writing sales letters with reckless abandon, hoping you'll summon the courage to join me on this rebellious journey.

And by "join me on this rebellious journey", I mean "hand me your hard earned money as soon as possible without hesitation."

--

Can you write some additional versions of the Give Me Your Money BackPedal?

ChatGPT

Certainly! Here are a few additional versions of the Give Me Your Money BackPedal technique:

So here we stand, defying the conventions of traditional sales pitches, eagerly awaiting your decision to embark on this audacious adventure. And by "embark on this audacious adventure," I mean "open your wallet and generously contribute to my cause."

Welcome to the unconventional realm of irresistible opportunities. Are you ready to seize the moment and embrace a journey that leads to unparalleled success? And by "seize the moment and embrace a journey," I mean "grab your credit card and make a swift payment without delay."

Step into the realm of fearless pioneers, where extraordinary possibilities await. Are you brave enough to take the plunge and become part of this ground-breaking movement? And by "take the plunge and become part of this ground-breaking movement," I mean "make a financial investment that will revolutionize your future."

Join the ranks of the intrepid few who dare to challenge the status quo. Will you grasp this golden opportunity and experience a transformation like no other? And by "grasp this golden

opportunity and experience a transformation," I mean "make a substantial monetary commitment that will change your life forever."

Embrace the rebellious spirit that fuels our pursuit of greatness. Are you ready to leave behind the ordinary and embrace a path that leads to extraordinary rewards? And by "leave behind the ordinary and embrace a path," I mean "provide me with your financial support and unlock a world of unimaginable benefits."

The Give Me Your Money BackPedal technique combines bold language with a touch of humor, highlighting the underlying intention of soliciting a financial commitment while acknowledging the unconventional nature of the request.

Call To Action Lines

Prompt

I'm going to teach you my "Sugar Coating" Technique.

This is where I make a request of a prospect and offer something of value. In the example below, it's ideas they're free to steal. This could also be a free brainstorm or an audit of their digital marketing. Something valuable. The next sentence offers something silly, in this example, I offer to tell them the lamest joke I know.

The idea is to make agreeing to the call more palatable. By offering something of value and then offering something silly in addition to try and get a smile out of the prospect while they are reading.

Here is the example:

"I'd like to have a 5-minute call with you. If you agree, I'll give you some ideas you're free to steal. I may even tell you the lamest joke I know."

Can you write your own version of the "Sugar Coating" Technique?

ChatGPT

"I would love to connect with you for a quick 10-minute call. If you agree, I'll provide you with a free content strategy brainstorm session that can ignite your digital presence. And just for fun, I might even share a ridiculously cheesy pun to brighten your day."

"I invite you to a brief 15-minute call to discuss your marketing goals. If you accept, I'll offer you a complimentary website audit to uncover hidden opportunities for growth. Plus, I'll throw in an amusing anecdote to keep things lighthearted."

"Let's schedule a 20-minute call to explore how I can assist your business. If you're open to it, I'll share some out-of-the-box social media ideas that can captivate your audience. And as a bonus, I'll reveal a hilariously cringeworthy dad joke to give you a good chuckle."

"I'd like to chat with you for just 5 minutes to understand your advertising needs. If you oblige, I'll provide you with a personalized keyword research report to supercharge your SEO efforts. Oh, and I might surprise you with a funny cat GIF to add some levity to your day."

"Would you be open to a 10-minute call to discuss your branding strategy? If you say yes, I'll offer you a complimentary competitor analysis that uncovers valuable insights. Plus, I'll share an amusing story about my failed attempt at learning to juggle, just to lighten the mood."

"Let's hop on a quick 15-minute call to delve into your email marketing objectives. If you're up for it, I'll share some proven subject line formulas that boost open rates. And to add a touch of whimsy, I'll throw in a random fact about penguins that'll make you smile."

"Can we schedule a 10-minute call to discuss your design requirements? If you agree, I'll provide you with a free mood board to kick-start your creative vision. And for a touch of absurdity, I'll reveal my secret talent for performing a truly terrible magic trick."

"Would you be interested in a brief 10-minute call to explore your video marketing goals? If so, I'll offer you a complimentary video content strategy guide that will help you stand out from the crowd. And to inject some laughter, I'll share a cringe-worthy dance move that only my bathroom mirror has witnessed."

"Let's connect for a 5-minute call to discuss your social media strategy. If you're game, I'll offer you a free hashtag research session to amplify your online reach. Plus, I'll disclose my favorite self-deprecating joke that always manages to get a giggle."

"Can we arrange a 15-minute call to dive into your website optimization? If you accept, I'll provide you with a complimentary website speed analysis to enhance your user experience. And as a bonus, I'll confess my embarrassing childhood fear of clowns for a good laugh."

Remember, the "Sugar Coating" Technique aims to make the request more appealing by offering something of value and injecting a lighthearted element into the conversation. It helps create a positive and engaging experience for the prospect, increasing the likelihood of a successful interaction.

Prompt

Can you give me 10 more versions but make them all relevant for copywriters?

ChatGPT

"Coffee Break Special: Let's have a 10-minute call to discuss your copywriting needs. If you're up for it, I'll share some clever headline formulas that can hook your readers. And to add a touch of whimsy, I'll reveal my favorite copywriting-related pun that will surely make you smile."

"Copywriting Power Hour: I'd love to chat with you for a quick 60 minutes. If you agree, I'll provide you with personalized feedback on your latest copy project. And just for fun, I might share a cringe-worthy copywriting blooper that will remind you that we're all human."

"Pen and Laughter: Can we schedule a 15-minute call to dive into your copywriting challenges? If you oblige, I'll offer you a complimentary copy critique session to help polish your words. Oh, and I'll also lighten the mood with a copywriter-themed joke that only fellow wordsmiths will appreciate."

"Unlocking Creativity: Let's connect for a 20-minute call to explore your copywriting goals. If you say yes, I'll share a collection of brainstorming techniques that can ignite your creative flow. Plus, I'll reveal a funny copywriting anecdote that perfectly captures the quirks of our craft."

"Copywriting Bites: I invite you to a brief 10-minute call to discuss your copy needs. If you accept, I'll offer you a bite-sized guide filled with copywriting hacks and tips. And as a bonus, I'll share a humorous copy-related meme that will brighten your day and resonate with your writer's soul."

"Wordsmith's Delight: Would you be interested in a 15-minute call to uncover your copywriting challenges? If so, I'll provide you with a personalized list of power words to enhance your persuasive writing. And to inject some laughter, I'll share a copywriting joke that cleverly plays with words."

"Copy Coffee Chat: Can we arrange a quick 10-minute call to discuss your copy strategy? If you're game, I'll offer you a complimentary review of your copy voice and tone. Plus, I'll confess my favorite copywriting quirk that always brings a smile to fellow wordsmiths."

"Captivating Copy Session: Let's have a 20-minute call to delve into your copywriting goals. If you agree, I'll share a proven copywriting framework that can captivate your target audience. And to add a touch of humor, I'll reveal my favorite copy-related pun that will make you grin."

"Copy Clinic Express: I'd love to chat with you for a quick 15 minutes to understand your copy challenges. If you oblige, I'll provide you with a mini copy clinic session where we'll pinpoint areas for improvement. And just for fun, I'll share a copywriting blooper that reminds us not to take ourselves too seriously."

"Copywriter's Toolbox: Can we schedule a 10-minute call to dive into your copy needs? If you accept, I'll offer you a curated list of copywriting resources and tools to level up your skills. And as a bonus, I'll disclose a copywriting-related funny story that will resonate with your creative spirit."

Remember, these versions of the "Sugar Coating" Technique are tailored specifically for copywriters, offering valuable insights and a dash of humor to engage your target audience. Use them to spark curiosity, build rapport, and showcase your expertise in the world of words.

Prompt

Can you do this again but don't include a name for each one?

ChatGPT

"Coffee Break Special: Let's have a 10-minute call to discuss your copywriting needs. If you agree, I'll give you some ideas you're free to steal. I may even tell you the lamest joke I know."

"Copywriting Power Hour: I'd love to chat with you for a quick 60 minutes. If you oblige, I'll provide you with personalized feedback on your latest copy project. And just for fun, I might share a cringe-worthy copywriting blooper that will remind you that we're all human."

"Pen and Laughter: Can we schedule a 15-minute call to dive into your copywriting challenges? If you say yes, I'll offer you a complimentary copy critique session to help polish your words. Oh, and I'll also lighten the mood with a copywriter-themed joke that only fellow wordsmiths will appreciate."

"Unlocking Creativity: Let's connect for a 20-minute call to explore your copywriting goals. If you agree, I'll share a collection of brainstorming techniques that can ignite your creative flow. Plus, I'll reveal a funny copywriting anecdote that perfectly captures the quirks of our craft."

"Copywriting Bites: I invite you to a brief 10-minute call to discuss your copy needs. If you accept, I'll offer you a bite-sized guide filled with copywriting hacks and tips. And as a bonus, I'll share a humorous copy-related meme that will brighten your day and resonate with your writer's soul."

"Wordsmith's Delight: Would you be interested in a 15-minute call to uncover your copywriting challenges? If so, I'll provide you with a personalized list of power words to enhance your persuasive writing. And to inject some laughter, I'll share a copywriting joke that cleverly plays with words."

"Copy Coffee Chat: Can we arrange a quick 10-minute call to discuss your copy strategy? If you're game, I'll offer you a complimentary review of your copy voice and tone. Plus, I'll confess my favorite copywriting quirk that always brings a smile to fellow wordsmiths."

"Captivating Copy Session: Let's have a 20-minute call to delve into your copywriting goals. If you agree, I'll share a proven copywriting framework that can captivate your target audience. And to add a touch of humor, I'll reveal my favorite copy-related pun that will make you grin."

"Copy Clinic Express: I'd love to chat with you for a quick 15 minutes to understand your copy challenges. If you oblige, I'll provide you with a mini copy clinic session where we'll pinpoint areas for improvement. And just for fun, I'll share a copywriting blooper that reminds us not to take ourselves too seriously."

"Copywriter's Toolbox: Can we schedule a 10-minute call to dive into your copy needs? If you accept, I'll offer you a curated list of copywriting resources and tools to level up your skills. And as a bonus, I'll disclose a copywriting-related funny story that will resonate with your creative spirit."

Remember, these versions of the "Sugar Coating" Technique are tailored specifically for copywriters, offering valuable insights and a dash of humor to engage your target audience. Use them to spark curiosity, build rapport, and showcase your expertise in the world of words.

Prompt

Can you do this again but remove the first part? They don't need the name. E.g. Remove "Coffee Break Special:"

ChatGPT

Let's have a 10-minute call to discuss your copywriting needs. If you agree, I'll give you some ideas you're free to steal. I may even tell you the lamest joke I know.

I'd love to chat with you for a quick 60 minutes. If you oblige, I'll provide you with personalized feedback on your latest copy project. And just for fun, I might share a cringe-worthy copywriting blooper that will remind you that we're all human.

Can we schedule a 15-minute call to dive into your copywriting challenges? If you say yes, I'll offer you a complimentary copy critique session to help polish your words. Oh, and I'll also lighten the mood with a copywriter-themed joke that only fellow wordsmiths will appreciate.

Let's connect for a 20-minute call to explore your copywriting goals. If you agree, I'll share a collection of brainstorming techniques that can ignite your creative flow. Plus, I'll reveal a funny copywriting anecdote that perfectly captures the quirks of our craft.

I invite you to a brief 10-minute call to discuss your copy needs. If you accept, I'll offer you a bite-sized guide filled with copywriting hacks and tips. And as a bonus, I'll share a humorous copy-related meme that will brighten your day and resonate with your writer's soul.

Would you be interested in a 15-minute call to uncover your copywriting challenges? If so, I'll provide you with a personalized list of power words to enhance your persuasive writing. And to inject some laughter, I'll share a copywriting joke that cleverly plays with words.

Let's have a 10-minute call to discuss your copy strategy. If you're game, I'll offer you a complimentary review of your copy voice and tone. Plus, I'll confess my favorite copywriting quirk that always brings a smile to fellow wordsmiths.

Can we arrange a quick 10-minute call to discuss your copy goals? If you agree, I'll share a proven copywriting framework that can captivate your target audience. And to add a touch of humor, I'll reveal my favorite copy-related pun that will make you grin.

I'd love to chat with you for a quick 15 minutes to understand your copy challenges. If you oblige, I'll provide you with a mini copy clinic session where we'll pinpoint areas for improvement. And just for fun, I'll share a copywriting blooper that reminds us not to take ourselves too seriously.

Can we schedule a 10-minute call to dive into your copy needs? If you accept, I'll offer you a curated list of copywriting resources and tools to level up your skills. And as a bonus, I'll disclose a copywriting-related funny story that will resonate with your creative spirit.

Remember, these versions of the "Sugar Coating" Technique are tailored specifically for copywriters, offering valuable insights and a dash of humor to engage your target audience. Use them to spark curiosity, build rapport, and showcase your expertise in the world of words.

Prompt

Can you do this again but make the silly bit at the end of each example more absurd?

ChatGPT

Let's have a 10-minute call to discuss your copywriting needs. If you agree, I'll give you some ideas you're free to steal. I may even reveal the top-secret technique of writing copy with a banana as a pen. Just imagine the possibilities!

I'd love to chat with you for a quick 60 minutes. If you oblige, I'll provide you with personalized feedback on your latest copy project. And just for kicks, I'll attempt to recite the entire dictionary backward while standing on one foot. It's an impressive feat, or at least an entertaining spectacle.

Can we schedule a 15-minute call to dive into your copywriting challenges? If you say yes, I'll offer you a complimentary copy critique session to help polish your words. Oh, and to lighten the mood, I'll perform a dramatic reading of your copy using various accents, including an impression of a caffeinated squirrel. It's a guaranteed laugh!

Let's connect for a 20-minute call to explore your copywriting goals. If you agree, I'll share a collection of brainstorming techniques that can ignite your creative flow. Plus, I'll unveil the ancient copywriting secret of communicating with dolphins. Yes, I can teach you how to write copy that resonates with our aquatic friends.

I invite you to a brief 10-minute call to discuss your copy needs. If you accept, I'll offer you a bite-sized guide filled with copywriting hacks and tips. And as a bonus, I'll demonstrate my extraordinary ability to juggle flaming words. Don't worry, I have fireproof gloves!

Would you be interested in a 15-minute call to uncover your copywriting challenges? If so, I'll provide you with a personalized list of power words to enhance your persuasive writing. And to inject some laughter, I'll perform an interpretive dance inspired by the spirit of captivating copy. Prepare for a visual spectacle!

Let's have a 10-minute call to discuss your copy strategy. If you're game, I'll offer you a complimentary review of your copy voice and tone. Plus, I'll confess my uncanny talent of predicting the future success of copy projects by analyzing the alignment of stars. It's copywriting combined with astrology!

Can we arrange a quick 10-minute call to discuss your copy goals? If you agree, I'll share a proven copywriting framework that can captivate your target audience. And to add a touch of humor, I'll divulge my secret technique of writing copy while riding a unicycle. It's a true balance of creativity and circus skills!

I'd love to chat with you for a quick 15 minutes to understand your copy challenges. If you oblige, I'll provide you with a mini copy clinic session where we'll pinpoint areas for

improvement. And just for fun, I'll narrate your copy in the style of a Shakespearean play, complete with dramatic monologues and poetic flair.

Can we schedule a 10-minute call to dive into your copy needs? If you accept, I'll offer you a curated list of copywriting resources and tools to level up your skills. And as a bonus, I'll reveal my little-known talent of communicating with copywriting gnomes. Yes, they exist, and they have valuable insights!

Remember, these versions of the "Sugar Coating" Technique add an extra layer of absurdity to make them even more entertaining. Use them to engage your audience, showcase your creativity, and spark curiosity. The goal is to make your copywriting offer irresistible and leave a lasting impression.

Prompt

I'm going to show you another technique called "The Unusual Offer" technique.

This is where you ask for a call or a meeting with a prospect, and then sweeten the deal by offering them something in return. The offer uses the comic triple. The two suggestions are relatively normal in a business context. However, the third is unusual in a business context. In the example below, the first suggestion is coffee. The second is lunch. The third is tequila shots - which is unusual and unexpected and because of this, quite funny.

Here is the full example:

"If you let me have a chat with you about your online marketing needs - I will buy you coffee / lunch / tequila shots and promise to be somewhat entertaining."

Can you provide me 5 other versions of "The Unusual Offer" technique?

ChatGPT

Certainly! Here are five other versions of "The Unusual Offer" technique:

"If you grant me the opportunity to discuss your design requirements, I'll treat you to coffee / lunch / a spontaneous karaoke session where we belt out 80s power ballads with all our heart and soul."

"Let's have a conversation about your project goals. As a token of appreciation, I offer you a choice: coffee / lunch / a friendly game of mini golf where we can discuss your business strategies while dodging windmills."

"Allow me to present our innovative software solution. In return for your time, I invite you to enjoy coffee / lunch / a virtual reality experience where we can explore the depths of the ocean and have a meeting with dolphins."

"If you're open to discussing your financial planning, I'd love to treat you to coffee / lunch / a thrilling helicopter ride over the city, where we can discuss your investment goals while enjoying breathtaking views."

"Join me for a discussion on your HR challenges. In appreciation, I'll gladly buy you coffee / lunch / a pottery class where we can unleash our creativity and sculpt masterpieces while brainstorming solutions for your team."

Remember, the Unusual Offer technique adds an element of surprise and humor to your request, making it more enticing and memorable for the prospect.

Prompt

That's great. Can you do this but have all the examples for a marketing agency?

ChatGPT

Certainly! Here are five versions of "The Unusual Offer" technique tailored for a marketing agency:

"Let's dive into your marketing strategy! As a token of gratitude, I'll treat you to coffee / lunch / a thrilling trampoline jumping session where we can bounce around ideas and defy gravity."

"Allow us to discuss your branding needs. In return for your time, we invite you to enjoy coffee / lunch / a friendly game of laser tag where we can strategize our way to victory while discussing your brand identity."

"Join us for a conversation about your social media presence. As a thank you, we offer you coffee / lunch / an escape room challenge where we can solve puzzles together and unlock the secrets of engaging content."

"If you grant us the opportunity to discuss your SEO strategy, we'll treat you to coffee / lunch / a graffiti workshop where we can unleash our creativity while exploring the art of optimizing search rankings."

"Let's explore your digital advertising goals together. In appreciation, we invite you to enjoy coffee / lunch / a friendly go-kart race where we can speed towards success while discussing your ad campaigns."

Remember, the Unusual Offer technique adds a touch of novelty and humor to your request, making it more appealing and memorable for the prospect in the marketing industry.

Closing Lines

Prompt

I'm going to teach you the Super Sweet Sign Off technique.

This is where you end an email by telling the reader to have a great day but make it a little more unique and use an intensifier like "absolutely", "absurdly", "thoroughly". Sometimes I'll add something like "I insist!" to the end to make it a little amusing.

Here are some examples:

"Have an absolutely splendid day"

"Have an absurdly lovely day. I insist!"

"Have a thoroughly excellent day,"

Can you write some new versions of the Super Sweet Sign Off technique?

ChatGPT

Certainly! Here are some new versions of the Super Sweet Sign Off technique:

"Have an outrageously fantastic day. I insist!"

"Have a delightfully magical day, filled with unexpected wonders!"

"Wishing you a stupendously wonderful day. Trust me, it's going to be epic!"

"May your day be phenomenally fabulous, like finding a unicorn in a field of daisies."

"Here's to a ridiculously amazing day, overflowing with joy and success!"

"Sending you wishes for an exquisitely blissful day. Enjoy every moment to the fullest!"

"Have an incredibly marvelous day, brimming with laughter, sunshine, and good vibes!"

"Wishing you a splendidly extraordinary day, where every little thing falls perfectly into place."

"May your day be gloriously splendid, like a rainbow after the rain. Enjoy the magic!"

"Sending you warmest wishes for an astonishingly fantastic day. Embrace the possibilities!"

These Super Sweet Sign Offs add a touch of charm and positivity to the email's closing, leaving the reader with a smile and a warm sentiment for the day ahead.

Prompt

Can you try this again but keep them to 7 words maximum?

ChatGPT

Certainly! Here are some new versions of the Super Sweet Sign Off technique, keeping them to 7 words maximum:

"Have a truly magical day. Enjoy!"

"Wishing you an absolutely fantastic day!"

"May your day be wonderfully extraordinary. Cheers!"

"Have an insanely awesome day. You rock!"

"Sending wishes for a beautifully joyful day."

"Enjoy a blissful day filled with sunshine."

"Wishing you a wildly amazing day ahead!"

"Have a splendidly fabulous day. Embrace it!"

"May your day shine with boundless happiness."

"Wishing you a day overflowing with joy!"

These concise Super Sweet Sign Offs deliver a burst of positivity and well-wishes in a compact and charming manner.

Prompt

Can you do the same but keep them to 5 words maximum?

ChatGPT

Certainly! Here are some new versions of the Super Sweet Sign Off technique, keeping them to 5 words maximum:

"Have a stellar day!"

"Enjoy, my dear friend!"

"Wishing you pure happiness today."

"Make today absolutely extraordinary!"

"Cheers to an amazing day!"

"Sending joy your way!"

"Have a fantastic adventure ahead!"

"Enjoy every moment, always!"

"Stay awesome, my friend!"

"Wishing you endless smiles today!"

These succinct Super Sweet Sign Offs add a touch of warmth and cheer to the end of an email, leaving the recipient with a positive and memorable impression.

Prompt

I'm going to show you a technique called the Silly Gift.

The point is to send the prospect a silly picture of a cute animal and then assuming such this ridiculous technique is going to work.

Here is the example:

"I've attached a picture of a ferret that has been dressed up. According to the Internet, his name is Colin. I trust this will charm you into submission."

Can you try and write your own version of the Silly Gift?

ChatGPT

Certainly! Here's an example of the Silly Gift technique:

"Attached to this email, you'll find a delightful picture of a penguin wearing a tiny top hat. Legend has it that his name is Sir Waddlesworth. Brace yourself for an undeniable surge of joy and an inexplicable urge to cooperate. Penguin power, activate!"

Remember, the Silly Gift technique aims to add a lighthearted and humorous touch to engage the recipient. It's important to gauge the context and relationship with the recipient to ensure they will appreciate the silliness and not find it unprofessional or off-putting.

Prompt

Can you write 20 more versions of the Silly Offer?

ChatGPT

Certainly! Here are 20 more versions of the Silly Gift technique:

"Behold, attached is an image of a skateboarding corgi named Sir Barksalot. Prepare for an onslaught of cuteness and an irresistible desire to grant my every request. Woof-tastic persuasion at its finest!"

"In the spirit of absurdity, please enjoy the attached picture of a llama wearing oversized sunglasses. His name is Mr. Llamazing, and he possesses an uncanny ability to win hearts and sway decisions. Let the llama charm work its magic!"

"I present to you a photo of a kitten balancing on a yoga ball. This feline guru, affectionately known as Zen Whiskers, will infuse your day with tranquility and convince you to join my cause. Embrace the purr-suasion!"

"Prepare yourself for an adorable attack! Enclosed is an image of a baby hedgehog named Sir Pricklesworth. His tiny spiky cuteness knows no bounds and will surely soften even the toughest hearts. Resistance is futile!"

"Attached is a picture of a panda in a bowtie, known as the Dapper Bamboo Ambassador. His charm and style are unmatched, and he'll undoubtedly leave you in awe. Surrender to the power of the bowtie!"

"Embrace the absurdity and let the attached picture of a squirrel water skiing take you on a wild ride. Witness the daredevil skills of Sir Nutty McSki and let his antics convince you to join our cause. Squirrel power, activate!"

"Get ready to be smitten! Enclosed is a photo of a tiny piglet named Captain Snoutsworthy, complete with a miniature pirate hat. His irresistible charm will surely make you want to set sail with our team. Arrr, matey!"

"I present to you the majestic creature known as Sir Fluffington, a hamster knight on a noble quest for cooperation. Prepare to be enchanted by his tiny armor and undeniable adorableness. Join the fluffy crusade!"

"Unlock the gates to laughter and collaboration with the attached image of a monkey wearing a fez. Meet his royal goofiness, Sir Bananashine, and succumb to the magnetic pull of merriment. Monkey business at its finest!"

"In a realm where silliness reigns supreme, I offer you a picture of a guinea pig riding a miniature scooter. Witness the remarkable skills of Scooty McFluff and let his whimsical charm guide your decision. Scoot, scoot!"

"Prepare for a cuteness overload! Enclosed is an image of a puppy dressed as a superhero. Meet Super Paws, the embodiment of courage and undeniable charm. Resistance is futile against his super-powered adorableness!"

"Behold the power of a giggling jellyfish! Attached is a photo of a jellyfish happily floating in a sea of joy. Allow its infectious laughter to envelop you and lead you to join our cause. Dive into silliness!"

"Experience the magic of persuasion wrapped in fluffiness. Enclosed is a picture of a bunny magician named Hocus Pocus Hoppington. Prepare to be enchanted and spellbound by his irresistible tricks. Abracadabra, cooperation!"

"Unleash your inner child with the attached photo of a duckling riding a mini skateboard. Witness the fearless quacktion of Skater Quackers and let the joy of his antics sway you in our favor. Quacktastic persuasion!"

Prompt

I'm going to show you a technique called the Amusing Sign Off.

The key is to acknowledge they might have found my cold email annoying.

Here are two examples:

I await your profanity-filled response.

I await your justifiably terse reply.

Could you write your own versions of the Amusing Sign Off?

ChatGPT

Certainly! The Amusing Sign Off technique adds a lighthearted touch to the end of a message while acknowledging any potential annoyance or frustration. Here are a few examples:

Looking forward to your witty retort that will surely put my email to shame.

Waiting for your eye-roll-inducing reply that will make me question my life choices.

Eagerly anticipating your sarcastic response that will leave me both amused and slightly wounded.

Can't wait for your GIF-filled comeback that will make me question my GIF game.

Excitedly awaiting your hilarious rant that will make me regret hitting the "Send" button.

Looking forward to your diplomatically worded reply that will make me feel like I just attended an etiquette class.

Anticipating your clever clapback that will have me secretly admiring your wit while nursing my bruised ego.

Waiting for your brilliantly scathing reply that will make me want to enroll in a self-improvement course.

Eagerly awaiting your response, whether it's filled with subtle sarcasm or full-blown outrage. Surprise me!

Can't wait for your creatively crafted retort that will make me wish I had a team of comedy writers on standby.

Remember, the key to the Amusing Sign Off technique is to add a humorous twist while acknowledging any potential annoyance. Use these examples as inspiration to tailor your sign-off to your specific context and audience.

Prompt

Could you do this again but keep them to 6 or 7 words maximum?

ChatGPT

Certainly! Here are some shorter versions of the Amusing Sign Off technique, keeping them within 6 or 7 words:

Bring on the witty comeback, please.

Your profanity-filled response is eagerly anticipated.

Hit me with your best eye-roll.

Can't wait for your justified terseness.

Surprise me with your GIF mastery.

Your hilarious rant: I await it.

Clapbacks wanted. Apply within.

These condensed versions maintain the lighthearted tone while keeping the sign-offs brief and concise. Feel free to adapt them to suit your specific needs and add your own personal touch!

Prompt

Can I get 20 more? Keeping them to 6 or 7 words maximum.

ChatGPT

Certainly! Here are 20 more examples of the Amusing Sign Off technique, each kept within 6 or 7 words:

I crave your brilliantly snarky response.

Waiting for your eloquently crafted sass.

Witty retorts: my inbox awaits them.

Give me your GIF game, master.

Hit me with a witty mic drop.

Your comeback: make it meme-worthy.

Keep the sarcasm coming, my friend.

Reply with a touch of delightful snark.

Bring on the laughter, no holds barred.

Can't wait for your email mic drop.

I'm ready for your clever zinger.

Surprise me with your keyboard karate.

Your email finesse: I'm all ears.

Witty banter: unleash it upon me.

Make me laugh with your reply.

Looking forward to your keyboard wizardry.

Your email comeback: be mercilessly funny.

Hit me with your clever one-liner.

Bring the snark, I can take it.

Your response: I await it eagerly.

Remember to customize these sign-offs to fit your specific communication style and the tone of your conversation. Have fun and enjoy the playful nature of the Amusing Sign Off technique!

Prompt

Can you give me 10 more examples but keep them to 6 words and have each start with "I await"?

ChatGPT

Certainly! Here are ten more examples of The Amusing Sign Off technique, keeping them to 6 words and starting each with "I await":

"I await your witty retort, maestro."

"I await your response, oh wizard."

"I await your clever comeback, maestro."

"I await your amusing reply, sorcerer."

"I await your hilarious retort, magician."

"I await your response, oh wordsmith."

"I await your humorous comeback, virtuoso."

"I await your witty reply, conjurer."

"I await your amusing retort, prodigy."

"I await your response, oh genius."

These concise and playful sign-offs maintain the spirit of The Amusing Sign Off technique while adhering to the six-word limit, creating a lighthearted and memorable conclusion to your cold pitch.

Prompt

Can you do the same but make sure not to call the prospect anything, e.g. maestro or magician.

ChatGPT

Certainly! Here are ten more examples of The Amusing Sign Off technique, with each starting with "I await" and limited to 5 words maximum without calling the prospect anything specific:

"I await your comedic genius."

"I await your humorous response."

"I await your witty charm."

"I await your clever wit."

"I await your amusing banter."

"I await your funny retort."

"I await your witty comeback."

"I await your humorous reply."

"I await your clever response."

"I await your amusing retort."

These concise and light-hearted sign-offs maintain the essence of The Amusing Sign Off technique, adding a touch of humor and anticipation to your cold pitch without using specific titles or designations for the prospect.

Prompt

I'm going to show you another technique called the Funny Unsubscribe technique.

What I'm doing is inventing a silly pretend consequence of the reader unsubscribing from my email campaign while still providing them a link to unsubscribe. The aim is to make the reader smile.

Here are a few examples:

P.S. *Please bear in mind that due to some protracted technical issues that I won't concern you with now, the unsubscribe link appears to double as a button that releases the hounds on me. No pressure... You gotta do what you gotta do.

P.S. To remove me from your inbox, and indeed, your life entirely, click here. ONE minor thing... This button also seems to turn the air conditioning on full blast in my house. It's quite uncomfortable. But I understand if you must click it... This comically absurd technical issue isn't your problem.

P.S. If you'd like to never hear from me again, click this link as hard as you can. FYI: This link, for reasons unbeknownst to me, also makes a large novelty-sized hand slap me around the face with impressive force.

Can you write some more versions of the Funny Unsubscribe technique?

ChatGPT

Certainly! Here are some more examples of the Funny Unsubscribe technique:

P.S. By clicking the unsubscribe link, you activate a miniature confetti cannon in my office. It's both a celebration and a farewell.

P.S. Unsubscribing might trigger an instant influx of random cat videos to your inbox. Fair warning: I've curated a truly meow-nificent collection.

P.S. Clicking the unsubscribe button initiates an intricate Rube Goldberg machine that will eventually lead to me getting a gentle tap on the head with a foam hammer. Safety first!

P.S. Unsubscribing from this email campaign activates a hidden spring-loaded contraption that delivers a surprise bouquet of flowers to your doorstep. It's a twist of fate, really.

P.S. If you decide to unsubscribe, a secret network of squirrels will commence a synchronized dance routine outside my window. Nature's way of reminding me you're gone.

P.S. Clicking the unsubscribe link might trigger an automatic delivery of pizza to your door. It's my way of saying, "Sorry to see you go, but enjoy some cheesy goodness!"

P.S. Unsubscribing activates an algorithm that secretly assigns you an honorary title of "Email Ninja." You'll forever be remembered for your swift inbox maneuvers.

P.S. By clicking unsubscribe, you become an official member of the "Former Subscribers Anonymous" club. We meet monthly to discuss our newfound email freedom and share cookie recipes.

P.S. The unsubscribe link is like a secret trapdoor that transports me into a virtual reality where I'm stuck juggling pineapples. So, feel free to set me free!

P.S. Clicking the unsubscribe button will trigger a chain reaction resulting in a shower of confetti, a chorus of kazoo music, and my heartfelt appreciation for being part of our email journey.

Remember, the Funny Unsubscribe technique aims to add humor and lightheartedness to the unsubscribe process. Keep the tone playful and ensure that the reader understands the humor involved while still providing a clear and functional unsubscribe link.

Prompt

Can you try this again but make me the victim of the unintended silly consequences in each example?

ChatGPT

Certainly! Here are some examples of the Funny Unsubscribe technique where you are the victim of the unintended silly consequences:

P.S. Please be aware that unsubscribing triggers an onslaught of non-stop, uncontrollable hiccups for me. You'd think I'd learn my lesson, but alas, it's an occupational hazard.

P.S. If you click the unsubscribe link, a tiny alarm clock will appear next to my bed, ensuring I wake up to a symphony of ear-piercing alarms at random intervals. Sweet dreams for you, not so much for me.

P.S. Unsubscribing activates a mischievous imp who rearranges all the furniture in my office while I'm away. Expect an awkward game of hide-and-seek with your favorite chair.

P.S. By clicking the unsubscribe button, you unknowingly cast a spell that makes my computer's autocorrect transform every third word I type into a random emoji. It's a challenge, but I'll manage somehow.

P.S. Unsubscribing might trigger an invisible banana peel that materializes in front of me at the most inconvenient moments. You're free from my emails, but my dignity takes a tumble.

P.S. Clicking the unsubscribe link unleashes a mischievous flock of pigeons that have a knack for aiming at me whenever I step outside. They must sense your departure and seek revenge.

P.S. If you decide to unsubscribe, a squirrel army will embark on a mission to play pranks on me throughout the day. Brace yourself for squirrel-related antics and giggles.

P.S. By clicking unsubscribe, you become a member of the "Email Houdini" club, where subscribers magically disappear and reappear in my inbox, leaving me in a state of perpetual confusion. Well played.

P.S. The unsubscribe link acts as a gateway to a parallel universe where everything I say is translated into interpretive dance. It's a spectacle, and you have the power to set it in motion.

P.S. Clicking the unsubscribe button triggers an army of mischievous fairies that sprinkle glitter on everything I touch. Congratulations, you've become an honorary fairy godparent.

In these examples, the humor revolves around the unintended consequences that you, as the sender, have to endure. Keep in mind that the intention is to make the reader smile while still providing a functional unsubscribe link.

Prompt

Great. Can you give me another 20 examples?

ChatGPT

Certainly! Here are 20 more examples of the Funny Unsubscribe technique where you become the victim of unintended silly consequences:

P.S. Unsubscribing triggers a series of dramatic sound effects that follow me everywhere I go. Welcome to my life as a walking sitcom.

P.S. Clicking the unsubscribe link activates a magical curse that transforms all my pens into feathery quills. Time to embrace the quill-writing era!

P.S. If you decide to unsubscribe, a mischievous sprite will hide your TV remote just as you settle in for your favorite show. Consider it a cosmic game of hide-and-seek.

P.S. By clicking unsubscribe, you unknowingly become the recipient of a thousand fortune cookies that will mysteriously appear on your doorstep. Prepare for infinite wisdom and tasty treats.

P.S. Unsubscribing triggers a chain reaction of uncontrollable laughter every time I step into a serious business meeting. Thank you for the giggle-filled embarrassment.

P.S. The unsubscribe link activates an invisible force field that repels all office supplies, leaving me with a desk full of magnetic frustration. You've unleashed an anti-office supply vortex.

P.S. Clicking the unsubscribe button sets off a series of sneezes that make me a human confetti machine. Bless you, and prepare for a colorful mess.

P.S. If you decide to unsubscribe, a tiny mariachi band will serenade me at the most unexpected moments. It's like having my personal soundtrack, whether I want it or not.

P.S. Unsubscribing triggers an interdimensional portal that transports me to a world where everyone speaks in rhymes. Farewell, mundane conversations, hello poetic challenges!

P.S. By clicking unsubscribe, you activate an army of mischievous pixies who will rearrange the keys on my keyboard daily. It's a typist's puzzle that never ends.

P.S. Unsubscribing unleashes a troop of dancing flamingos that will show up on your lawn every time you have a family gathering. They're graceful, flamboyant, and impossible to explain.

P.S. Clicking the unsubscribe link activates a sudden craving for pickles in the middle of the night. Brace yourself for midnight pickle runs to satisfy my pickle obsession.

P.S. If you decide to unsubscribe, an invisible hand will tie my shoelaces together whenever I'm in a rush. Tripping hazards aside, you've mastered the art of comedic inconvenience.

P.S. The unsubscribe button initiates a series of random hiccup attacks that follow me like a hiccuping shadow. It's a hiccup symphony, and you're the conductor.

P.S. By clicking unsubscribe, you inadvertently enroll me in a "Bad Joke of the Day" subscription, ensuring that my inbox becomes a never-ending pit of puns and groans.

P.S. Unsubscribing triggers a cosmic phenomenon that causes my hair to transform into a perpetual bedhead. It's a fashionable curse I must bear.

P.S. Clicking the unsubscribe link initiates a never-ending loop of catchy commercial jingles playing in my head. I'll be humming advertising jingles for the foreseeable future.

P.S. If you decide to unsubscribe, a mystical curse ensures that every traffic light I approach turns red. Congratulations on becoming a traffic light magician.

P.S. Unsubscribing activates an invisible prankster who exchanges my coffee with decaf every morning. Enjoy your newfound power over my caffeine intake.

Prompt

I'm going to show you a technique called the Comic Triple Job Title.

Here's an example:

Director / Tea Addict / Writer of Terrible Fiction

The first title is the actual job title.

The second title is something descriptive and personal.

The third title is something amusing and self-deprecating.

Can you have a go at writing your own version of the Comic Triple Job Title?

ChatGPT

Certainly! Here's my take on the Comic Triple Job Title:

AI Overlord / Coffee Connoisseur / Pun Enthusiast

Prompt

Can you write 5 more?

ChatGPT

Of course! Here are five more examples of the Comic Triple Job Title:

Chief Chaos Coordinator / Snack Aficionado / Procrastination Expert

Grand Poobah of Puns / Cat Whisperer / Master of Procrastination

Supreme Spreadsheet Ninja / Karaoke Diva / Champion of Office Pranks

Executive Dreamer / Coffee Wizard / Master of Memes

Head Honcho of Sarcasm / Pizza Connoisseur / Official Procrastinator-in-Chief

Prompt

Can you try this again but make the first job title serious - it needs to be normal. E.g. Managing Director or Head of Marketing.

ChatGPT

Certainly! Here are five examples of the Comic Triple Job Title with a serious first job title:

Marketing Manager / Coffee Addict / Master of Puns

Sales Executive / Dog Lover / Connoisseur of Bad Jokes

Project Coordinator / Netflix Binger / Procrastination Specialist

Operations Supervisor / Snack Enthusiast / Chief Procrastinator

Accountant / Tea Obsessive / Expert in Awkward Small Talk

Prompt

Can you give me 25 examples of the Comic Triple Job Title but make sure the first title of each is a serious job title

ChatGPT

Chief Financial Officer / Ice Cream Connoisseur / Master of Memes
Senior Marketing Manager / Pizza Enthusiast / Certified Procrastinator
Head of Operations / Professional Pug Cuddler / Captain of Karaoke
Creative Director / Part-time Unicorn Trainer / Full-time Coffee Lover
Chief Technology Officer / Professional Netflix Binger / Queen of Puns
Senior Copywriter / Professional Daydreamer / Chief Ice Cream Tester
Marketing Manager / Chief TikTok Choreographer / Expert Pizza Taster
Human Resources Director / Professional Cat Whisperer / Master of Dad Jokes
Sales Manager / Avocado Aficionado / Captain of Movie Trivia
Senior Graphic Designer / Part-time Astronaut / Full-time Ice Cream Fanatic
Operations Manager / Professional Sloth Observer / Chief Meme Sharer
Product Manager / Certified Adventure Planner / Chief Napper
Chief Executive Officer / Karaoke Champion / Master of Procrastination
Senior Accountant / Pizza Connoisseur / Expert Plant Parent
Marketing Coordinator / Professional Pancake Flipper / Grandmaster of Bad Dance Moves
IT Manager / Chief Sloth Wrangler / Queen of Adventure Planning
Project Manager / Professional Coffee Drinker / Certified Procrastination Expert
Operations Coordinator / Ice Cream Lover / Master of Silly Dance Moves
Creative Strategist / Professional Dog Cuddler / Captain of Bookworms
Senior Analyst / Part-time Mermaid / Full-time Pizza Lover
Business Development Manager / Professional Plant Whisperer / Chief Netflix Binge-watcher
Operations Specialist / Certified Cat Lady / Master of Adventure Planning
Marketing Analyst / Part-time Astronaut / Full-time Coffee Aficionado
Senior Consultant / Chief Sloth Enthusiast / Professional Pajama Wearer
Account Manager / Professional Ice Cream Taster / Captain of Silly Dance Moves

These Comic Triple Job Titles add a touch of humor to serious job roles, showcasing your personality and interests beyond the professional realm. They are meant to bring a smile to others and create a memorable impression. Embrace the combination of your serious job title and amusing personal attributes, and let your Comic Triple Job Title reflect your unique character!

Follow Up Lines

Prompt

I'm going to show you the "Cheeky Follow Up" Technique.

When sending follow up emails to cold pitches, it's safe to assume some people won't like them. You can humorously turn this negative into a positive using a line like the example below:

"I do hope you are finding my tenacity endearing, Josh."

Can you write some more examples of the Cheeky Follow Up Technique?

ChatGPT

"Your silence is like a challenge I'm determined to conquer, Sarah."

"I apologize for the audacity of my persistence, David. It's a character flaw I've come to embrace."

"Just checking in to make sure my emails haven't accidentally found their way to your spam folder, Emily."

"I must admit, your resistance is adding an extra layer of excitement to this pursuit, Michael."

"I refuse to let a little silence come between us, Jennifer. I'm like a dog with a bone, but in a much less creepy way."

"I understand if my persistence is starting to resemble a cheerful stalker, Jason. Rest assured, my intentions are pure."

"In the spirit of persistence, I shall continue to grace your inbox with my presence, Rachel. Brace yourself for more delightful messages."

"While I appreciate your dedication to ignoring me, Mark, I have an equal dedication to amusing follow-ups."

"I'm like a mischievous squirrel, diligently chasing after your attention, Jessica. Let's see if my antics pay off."

"Even if you consider my emails a minor annoyance, Peter, at least they bring a touch of entertainment to your inbox."

Remember, the "Cheeky Follow Up" Technique adds a playful and lighthearted tone to your follow-up emails. It helps acknowledge the potential annoyance while injecting humor and

charm to keep the conversation going. Use these examples to show your persistence with a delightful twist.

Prompt

Those are brilliant. Can you provide 10 more?

ChatGPT

"Cautiously treading the fine line between charming and bothersome, Samantha, I continue my quest for your attention."

"As I navigate the labyrinth of your inbox, John, I remain undeterred by the walls of silence, armed with my humor and persistence."

"While some may see my follow-ups as a nuisance, Lisa, I choose to believe they bring a touch of whimsy to your day."

"Dear Andrew, please accept my heartfelt apologies for the relentless onslaught of my emails. Think of them as quirky reminders of my existence."

"In the vast sea of unread messages, I aim to stand out like a buoyant rubber duck, Grace. Let's float together toward a fruitful conversation."

"With each unanswered email, Sarah, I'm reminded of the saying, 'Persistence is the key to unlocking remarkable opportunities.'"

"Allow me to serenade you with my unwavering commitment to follow-ups, Matthew. Together, we can create a symphony of collaboration."

"While my pursuit may resemble a playful dance, Emily, rest assured I won't step on your toes—unless it's in the figurative sense of grabbing your attention."

"As I traverse the realms of your inbox, Lucas, I can't help but marvel at the resilience of our virtual connection. Let's make it worthwhile."

"Dear Olivia, my follow-up emails may seem like persistent raindrops, but with a hint of humor, we can dance in this metaphorical downpour of communication."

Remember, the "Cheeky Follow Up" Technique is all about injecting humor and lightness into your follow-up emails, turning potential annoyance into an amusing exchange. Use these examples to playfully express your determination while maintaining a positive and engaging tone.

Prompt

Can you provide 5 more and make them more absurd.

ChatGPT

"Like a relentless squirrel chasing acorns of response, Daniel, I'll keep gathering my comedic persistence in the hopes of a nutty reply."

"As I tread the fine line between charmingly persistent and comically absurd, Emma, I trust my follow-ups bring a touch of whimsy to your day."

"Like a wayward penguin navigating the treacherous ice of your inbox, Henry, I slide into your virtual world, hoping for a moment of connection."

"While I may appear as a delightful poltergeist haunting your inbox, Ava, rest assured that my intentions are merely ghostly friendly."

"Imagine my excitement, Benjamin, as I juggle emails like a one-person circus act, desperately seeking your attention amid this spectacle of persistence."

Remember, the "Cheeky Follow Up" Technique thrives on humor and light-heartedness. By infusing absurdity into your follow-up emails, you can maintain an engaging and entertaining tone while keeping the conversation alive. Use these examples to add a touch of whimsy to your outreach efforts.

Prompt

Can you give me 5 more but make them much sillier?

ChatGPT

"Dear Katherine, brace yourself for the absurdity that ensues as I persistently dance the macarena of follow-up emails, hoping to catch your attention."

"As I continue to send messages into the void, Jonathan, I imagine myself as a whimsical unicorn galloping through the email wilderness, spreading charm and rainbow confetti."

"Imagine me, Madison, donning a fluorescent polka-dotted suit and a comically oversized bow tie, juggling email threads while attempting to balance on a unicycle of enthusiasm."

"Prepare yourself, Oliver, for the epic saga of my follow-ups, filled with plot twists, improbable feats, and a sidekick squirrel named Mr. Nutkins who's eager to crack open a conversation."

"Behold, Lily, as I transform into the email superhero, Captain Persistent, armed with an arsenal of humor-infused messages and a cape made of undying determination."

Remember, the "Cheeky Follow Up" Technique allows you to embrace silliness and absurdity to capture the attention and amusement of your prospects. Use these examples to bring a smile to their faces while showcasing your persistence and creativity in a delightful way.

Entire Templates

Prompt

I'm going to show you a cold pitch I created. It's in the form of a satirical self-referential press release that talks about me sending a cold pitch to the prospect that's the target of my outreach.

Can you read the example below and explain why it's funny?

FOR IMMEDIATE RELEASE:

Charm Offensive CEO Reaches Out To Director of Communications of Sony Music UK.

London, England – January 16, 2017 - In an unexpected move, Jon Buchan, CEO, Charm Offensive is believed to have sent a completely unsolicited letter to Indy Vee, Director of Communications, Sony Music UK. It is understood that Mr Buchan is offering advice, support and a “priceless” gift - a sticker containing an amusing picture of a dog wearing a top hat and a monocle.

Ms Vee had been finalising "an extremely innovative campaign" when the news broke.

"I'm not sure exactly what is going on at this point," said Ms Vee. "Until today, I'd never even heard of Mr Buchan or his brilliant agency."

In recent months, Mr Buchan has "been shouting from the rooftops that his agency's “Content Stunt” offering is a valuable addition to the toolkit of any modern PR or marketing professional." At press time, he had safely returned to his desk, deciding it would be a better use of this time to write directly to potential clients.

Ms Vee has not yet decided whether to take the baffling but kind hearted approach seriously.

"I'm a little suspicious this whole affair is just a stunt to drum up business for Mr Buchan's agency."

At the time of reading, it is unknown whether Ms Vee will respond to Mr Buchan or just throw this piece of paper in the trash before getting on with actual work.

ChatGPT

The example you provided is a satirical self-referential press release that pokes fun at the concept of a cold pitch and the unexpected nature of such outreach. Here's why it's funny:

Unexpected move: The press release starts by highlighting that it's an unexpected move for the CEO of Charm Offensive to send an unsolicited letter to the Director of Communications at Sony Music UK. It sets up the situation as something out of the ordinary.

Priceless gift: The mention of offering a sticker with an amusing picture of a dog wearing a top hat and a monocle as a "priceless" gift adds an element of absurdity. It's an over-the-top gesture for a cold pitch and adds humor to the situation.

Lack of familiarity: The statement from Ms Vee, expressing her lack of knowledge about Mr Buchan or his agency, adds to the irony of the situation. It highlights the boldness of the cold pitch and the contrast between the sender's enthusiasm and the recipient's unawareness.

Baffling but kind-hearted approach: The ambiguity surrounding whether Ms Vee should take the approach seriously or consider it a mere stunt adds a comedic twist. It emphasizes the skepticism and playfulness in the interaction between the two parties.

Trash or response: The final line, stating that it's unknown whether Ms Vee will respond or discard the piece of paper before getting back to work, adds a touch of irony. It reflects the common dilemma faced by recipients of cold pitches and leaves the outcome open-ended.

Overall, the press release uses satire, exaggeration, and irony to highlight the unconventional nature of cold pitching and inject humor into the situation.

Prompt

There's also another funny bit - the fact I've quoted the prospect as calling my agency "Brilliant"

"I'm not sure exactly what is going on at this point," said Ms Vee. "Until today, I'd never even heard of Mr Buchan or his brilliant agency."

ChatGPT

You're absolutely right! That part adds an extra layer of humor to the press release. The inclusion of the prospect referring to your agency as "brilliant" in a satirical manner adds irony to the situation. It implies that the prospect's statement is exaggerated or sarcastic, contrasting with the initial impression of the agency being unknown to them. It plays on the idea that cold pitches often receive skeptical or dismissive responses, even if the pitch itself is presented as remarkable or valuable. The comedic effect arises from the contrast between the prospect's seemingly positive comment and their overall skepticism about the situation. It adds to the satirical tone and the humorous twist in the press release.

Prompt

Would you be able to write another version of the Satirical Press Release?

ChatGPT

FOR IMMEDIATE RELEASE:

Charm Offensive CEO Boldly Attempts to Capture Attention of Coca-Cola's Chief Marketing Officer

London, England – June 22, 2023 - In a daring move that has left industry insiders baffled, Jon Buchan, CEO of Charm Offensive, is rumored to have dispatched an audacious email to Emily Sparkman, Chief Marketing Officer at Coca-Cola. Reports suggest that Mr. Buchan has gone to great lengths to capture her attention, including attaching a GIF of a dancing penguin with impeccable taste in bowties.

Ms. Sparkman was reportedly in the midst of strategizing a groundbreaking marketing campaign when the news broke.

"I have to admit, this caught me completely off guard," said Ms. Sparkman. "Until today, the name Jon Buchan and his 'unconventional' agency were not on my radar."

In recent months, Mr. Buchan has been creating a buzz with his self-proclaimed "Meme Magic" methodology, emphasizing its potential to revolutionize marketing practices. At press time, he was reportedly back at his desk, drafting witty emails to other industry leaders.

Ms. Sparkman has yet to decide whether to view this overture as audacious brilliance or just another curious diversion.

"I can't help but wonder if this is some kind of elaborate marketing stunt," she mused.

As of now, it remains uncertain whether Ms. Sparkman will respond to Mr. Buchan's outreach or simply file it away as a whimsical anecdote before returning to the demanding tasks at hand.

About Charm Offensive:

Charm Offensive is an agency known for its unorthodox approach to marketing, where creative audacity and strategic mischief collide. Led by Jon Buchan, the agency aims to challenge conventional thinking and ignite memorable brand experiences through unconventional methods.

Contact:

Jon Buchan

CEO, Charm Offensive

jon@charm-offensive.co.uk

Prompt

I forgot to mention another element of humour in my example:

In recent months, Mr Buchan has "been shouting from the rooftops that his agency's "Content Stunt" offering is a valuable addition to the toolkit of any modern PR or marketing professional." At press time, he had safely returned to his desk, deciding it would be a better use of this time to write directly to potential clients.

I use "shouting from the rooftops" as an idiom. But then later, I mention I've safely returned to my desk, as if I was literally shouting from the rooftops.

ChatGPT

I apologize for missing that element of humor in your example. Thank you for pointing it out. The combination of using the idiom "shouting from the rooftops" and then humorously implying a literal interpretation of it by mentioning returning to the desk adds an additional layer of comedic irony to the press release. It highlights the contrast between the figurative and literal meanings of the phrase, creating a playful and amusing effect.

Prompt

Could you write another version of the satirical press release but for a copywriter trying to get the attention of the CEO of Bumble.

ChatGPT

FOR IMMEDIATE RELEASE:

Bold Copywriter Goes Rogue, Targets CEO of Bumble with Unconventional Pitch

Austin, Texas – June 28, 2023 - In a daring move, Sarah Adams, a copywriter with an unyielding spirit, has reportedly unleashed an audacious cold pitch upon Whitney Wolfe Herd, the esteemed CEO of Bumble. Sources indicate that Ms. Adams has taken the liberty to craft a unique proposal filled with witty wordplay, enticing adjectives, and a promise of unleashing the power of captivating copy.

The news of this unconventional approach reached Ms. Herd while she was passionately championing the cause of women empowerment within the dating app industry. "I must admit, I didn't see this one coming," remarked Ms. Herd. "Sarah Adams? Never heard of her. But hey, I guess boldness deserves some recognition."

In recent months, Ms. Adams has emerged as an unabashed advocate for the written word, passionately asserting that her copywriting prowess can revolutionize brand messaging and engage audiences like never before. At the time of the press release, she was seen courageously seated at her desk, meticulously crafting persuasive prose to capture the attention of potential clients.

Ms. Herd remains uncertain about the impact of this audacious maneuver but couldn't help but ponder the motive behind it. "Is this a genuine attempt to stand out in the crowded copywriting world, or perhaps just an elaborate ploy to secure business for Ms. Adams?" questioned Ms. Herd.

As of now, the fate of the cold pitch remains unknown, leaving us all eagerly awaiting whether Ms. Herd will be captivated by the linguistic prowess or swiftly consign the email to the virtual abyss of unread messages, venturing forth to make Bumble the formidable force it aspires to be.

Media Contact:

Sarah Adams

Email: sarah.adams@copywriterextraordinaire.com

Phone: +1 (555) 123-4567

Prompt

Can you write another but this time from a PR agency trying to get the attention of the CEO of an SEO agency, mentioning they should refer each other clients and potentially work together on projects because PR coverage in big online publications can build strong links that will help their clients rank highly in Google?

ChatGPT

FOR IMMEDIATE RELEASE:

Innovative PR Agency Proposes Mutual Alliance with Leading SEO Firm to Achieve Unprecedented Success

San Francisco, California – June 28, 2023 - In a groundbreaking move, Stellar PR Solutions, a trailblazing public relations agency, has embarked on a mission to capture the attention of Mark Johnson, the visionary CEO of Elite SEO Strategies. The agency's bold proposition includes a strategic collaboration aimed at bridging the gap between the worlds of PR and SEO, highlighting the profound impact of PR coverage on organic search rankings.

As the digital landscape evolves, Stellar PR Solutions believes that the synergy between public relations and search engine optimization can unlock unparalleled growth opportunities for their respective clientele. By harnessing the power of PR coverage in prominent online publications, the agency contends that strong backlinks can be built, propelling their clients to the zenith of Google's search results.

Upon receiving news of this audacious overture, Mr. Johnson, an astute entrepreneur known for his unwavering dedication to SEO excellence, expressed intrigue. "Stellar PR Solutions? I must confess, they weren't on my radar. But the prospect of forging a strategic alliance that combines PR coverage and SEO prowess is certainly thought-provoking," commented Mr. Johnson.

In recent months, Stellar PR Solutions has been heralded as a beacon of innovation in the PR industry, relentlessly advocating for the power of compelling storytelling and media outreach. At the time of this press release, the agency's team was diligently crafting press releases and cultivating relationships with influential journalists, underscoring their commitment to shaping narratives that captivate audiences and drive organic growth.

While the outcome of this audacious proposal remains uncertain, industry experts eagerly await the potential collaboration between Stellar PR Solutions and Elite SEO Strategies. The prospects of mutual referrals, joint projects, and the intersection of PR and SEO strategies have piqued the curiosity of professionals within the digital marketing sphere.

For further inquiries, please contact:

Stellar PR Solutions

Email: info@stellarprsolutions.com

Phone: +1 (555) 987-6543

Prompt

Can you do the same but use the "shouting from the rooftops" joke in the release?

ChatGPT

FOR IMMEDIATE RELEASE:

Innovative PR Agency Proposes Mutual Alliance with Leading SEO Firm to Achieve Unprecedented Success

San Francisco, California – June 28, 2023 - In a groundbreaking move, Stellar PR Solutions, a trailblazing public relations agency, has embarked on a mission to capture the attention of Mark Johnson, the visionary CEO of Elite SEO Strategies. The agency's bold proposition includes a strategic collaboration aimed at bridging the gap between the worlds of PR and SEO, highlighting the profound impact of PR coverage on organic search rankings.

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Upon receiving news of this audacious overture, Mr. Johnson, an astute entrepreneur known for his unwavering dedication to SEO excellence, expressed intrigue. "Stellar PR Solutions? I must confess, they weren't on my radar. But the prospect of forging a strategic alliance that combines PR coverage and SEO prowess is certainly thought-provoking," commented Mr. Johnson, who had momentarily paused his own rooftop shouting session to evaluate this unique proposal.

In recent months, Stellar PR Solutions has been heralded as a beacon of innovation in the PR industry, relentlessly advocating for the power of compelling storytelling and media outreach. At the time of this press release, the agency's team was diligently crafting press releases and cultivating relationships with influential journalists, underscoring their commitment to shaping narratives that captivate audiences and drive organic growth.

While the outcome of this audacious proposal remains uncertain, industry experts eagerly await the potential collaboration between Stellar PR Solutions and Elite SEO Strategies. The prospects of mutual referrals, joint projects, and the intersection of PR and SEO strategies have piqued the curiosity of professionals within the digital marketing sphere, who are no strangers to shouting from their own metaphorical rooftops in pursuit of online success.

For further inquiries, please contact:

Stellar PR Solutions

Email: info@stellarpolutions.com

Phone: +1 (555) 987-6543

Prompt

What I meant was I use "shouting from the rooftops" as an idiom, and then later mention it as if it was meant literally.

Can you try again but include that?

ChatGPT

FOR IMMEDIATE RELEASE:

Innovative PR Agency's Bold Call: Join Forces with Elite SEO Firm to Scale New Heights in Digital Success

San Francisco, California – June 28, 2023 - In a move that defies convention, Buzzworthy PR, a disruptive public relations agency, has set its sights on capturing the attention of Mark Johnson, the esteemed CEO of Top Rank SEO. The agency's audacious proposition entails a strategic partnership aimed at merging the realms of PR and SEO, with a unique twist that embraces both metaphorical and literal interpretations.

As the digital landscape evolves at an astonishing pace, Buzzworthy PR believes that a symbiotic relationship between public relations and search engine optimization can revolutionize the industry. By skillfully leveraging the power of PR coverage in influential online publications, the agency asserts that their clients can secure robust backlinks, skyrocketing their search rankings on platforms like Google.

Upon receiving news of this extraordinary outreach, Mr. Johnson, a stalwart in the SEO domain, expressed both surprise and curiosity. "Buzzworthy PR? I must admit, I haven't encountered them in my SEO endeavors. However, the idea of merging metaphorical shouts from the rooftops with actual rooftop activities is quite intriguing," Mr. Johnson remarked, briefly halting his own literal rooftop shouting session to contemplate this unconventional proposal.

In recent months, Buzzworthy PR has garnered acclaim for its innovative approach to public relations, consistently pushing the boundaries of traditional strategies. Armed with a passionate team of PR enthusiasts, the agency has been adeptly crafting compelling narratives and fostering relationships with influential journalists, embodying the true essence of metaphorical and literal rooftop shouting.

As the industry eagerly awaits the outcome of this daring venture, it envisions a potential synergy between Buzzworthy PR and Top Rank SEO that could redefine digital marketing paradigms. The possibility of cross-referrals, collaborative projects, and the integration of PR and SEO tactics has sparked intrigue among professionals who are no strangers to metaphorical shouts from the rooftops in their own pursuit of success.

For further inquiries, please contact:

Buzzworthy PR

Email: info@buzzworthypr.com

Phone: +1 (555) 123-4567

Prompt

Can you write another satirical press release but this time from a digital marketing agency CEO trying to get the attention of an old school PR agency?

Include in the press release some mention of how they hope the PR agency will be more comfortable getting a cold pitch in a format they likely are used to.

ChatGPT

FOR IMMEDIATE RELEASE:

Digital Dynamo CEO Breaks Barriers, Woos Traditional PR Firm with Nostalgic Cold Pitch

New York, NY – August 10, 2023 - In an unprecedented move, Sarah Collins, the visionary CEO of Dynamo Digital, has embarked on a daring mission to capture the attention of the esteemed team at Vintage PR, a venerable bastion of traditional public relations. Armed with a cunning strategy, Collins aims to bridge the gap between the worlds of digital marketing and old-school PR, while providing a touch of familiarity to assuage any potential unease.

Recognizing the esteemed legacy of Vintage PR, Collins has meticulously crafted a press release that harks back to the golden era of public relations. Embracing the tried and tested methods of the past, she hopes to create an environment in which the venerable PR firm feels right at home, even when faced with a bold and unconventional pitch.

"As an agency at the forefront of digital marketing, we understand the importance of adapting to the times. But we also value the rich history and legacy of traditional PR," said Collins. "In an effort to pay homage to Vintage PR's esteemed heritage, we've crafted this press release in a format that is sure to resonate with their seasoned sensibilities."

Collins, renowned for her ingenious marketing acumen, aims to convey her pitch with an air of nostalgia and familiarity. She envisions the Vintage PR team sipping their coffee, leisurely perusing this traditional press release, and feeling transported back to the heyday of their craft. The hope is that this novel approach will disarm any reservations and showcase the innovative potential of a collaborative effort between the digital and traditional realms.

The audacious cold pitch showcases Dynamo Digital's expertise in cutting-edge digital marketing strategies, juxtaposed against the comforting embrace of a vintage typewriter font and a meticulously crafted narrative that channels the essence of a bygone era. By seamlessly blending tradition with innovation, Collins seeks to captivate Vintage PR's attention and ignite a spark of curiosity for a potential collaboration that combines the best of both worlds.

While the press release format may feel familiar to the seasoned professionals at Vintage PR, the content aims to open their eyes to the boundless possibilities that lie in the digital realm. Collins hopes to demonstrate that even in an increasingly digitized world, the foundations of

effective communication remain steadfast, and that Vintage PR can seamlessly adapt and thrive in this new era.

As the industry eagerly anticipates Vintage PR's response, industry insiders are abuzz with speculation about the potential marriage of traditional PR expertise with cutting-edge digital strategies. Will the soothing nostalgia of the press release win Vintage PR over, or will they remain staunch guardians of tradition? Only time will tell.

For media inquiries, please contact:

Dynamo Digital

Email: press@dynamodigital.com

Phone: +1 (555) 123-4567

Prompt

Try this again but it's just to a regular PR agency.

ChatGPT

FOR IMMEDIATE RELEASE:

Digital Dynamo CEO Unleashes Unconventional Cold Pitch to Woo PR Pros

New York, NY – August 10, 2023 - In a bold and audacious move, Sarah Collins, the visionary CEO of Dynamo Digital, has set her sights on capturing the attention of a renowned PR agency. Armed with her innovative digital marketing prowess, Collins is determined to ignite a spark of curiosity and collaboration that transcends traditional boundaries.

In a world dominated by evolving digital landscapes, Collins recognizes the enduring value of public relations and its unique ability to craft compelling narratives. With this in mind, she has carefully crafted a press release that showcases Dynamo Digital's cutting-edge strategies while acknowledging the PR agency's expertise in traditional communication.

"We live in a fast-paced digital age, but we mustn't forget the power of PR to shape perceptions and tell captivating stories," said Collins. "Our unconventional cold pitch seeks to bridge the gap between our digital expertise and the time-honored craft of PR."

As the PR agency delves into the press release, they will discover a refreshing blend of digital innovation and a nod to the familiar. Collins aims to strike a chord with the seasoned PR professionals by showcasing the synergy between their craft and Dynamo Digital's dynamic digital strategies.

Embracing the conventional press release format, Collins hopes to put the PR agency at ease, offering a sense of familiarity in an otherwise unfamiliar landscape. The content, however, takes an unexpected twist, intertwining the traditional and the avant-garde, unveiling Dynamo Digital's prowess in the digital realm.

Collins intends to ignite a spark of curiosity, inviting the PR agency to explore the untapped potential of collaboration. By blending their proven PR techniques with Dynamo Digital's innovative digital marketing strategies, they can unlock new dimensions of brand storytelling and engagement.

Amidst a rapidly evolving industry, this unconventional cold pitch aims to challenge the status quo and spark a conversation that transcends boundaries. Collins seeks to forge a bridge between the digital and PR realms, unveiling a realm of untapped possibilities and a future where traditional and digital strategies coexist harmoniously.

Industry insiders eagerly await the PR agency's response, wondering if they will embrace this invitation to explore new horizons or remain steadfast in their traditional approach. Regardless,

the digital revolution continues to reshape the marketing landscape, and Dynamo Digital stands ready to lead the way.

For media inquiries, please contact:

Dynamo Digital

Email: press@dynamodigital.com

Phone: +1 (555) 123-4567

Prompt

Can you do this again but make it shorter and include a quote from the PR agency being targeted?

Remember the original example when doing this.

ChatGPT

FOR IMMEDIATE RELEASE:

Digital Dynamo CEO Unleashes Unconventional Cold Pitch to PR Pros

New York, NY – August 10, 2023 - In a bold move, Sarah Collins, CEO of Dynamo Digital, aims to capture the attention of a renowned PR agency. Collins's innovative digital marketing expertise meets traditional PR prowess in a pitch that bridges the gap between old and new.

"Our unconventional cold pitch seeks to ignite curiosity and collaboration," said Collins. "We recognize the enduring value of PR in shaping perceptions and telling captivating stories."

Embracing the conventional press release format, Collins offers a sense of familiarity to the PR agency. However, the content takes an unexpected twist, showcasing Dynamo Digital's digital prowess and inviting the PR agency to explore the untapped potential of collaboration.

"We were pleasantly surprised by Dynamo Digital's unique approach," said PR agency representative. "Their fusion of digital strategies with our proven PR techniques opens new dimensions of brand storytelling."

This unconventional pitch challenges the status quo and sparks a conversation that transcends boundaries. Dynamo Digital stands ready to lead the way as the digital revolution reshapes the marketing landscape.

For media inquiries, please contact:

Dynamo Digital

Email: press@dynamodigital.com

Phone: +1 (555) 123-4567

Prompt

I'm going to include my Drunk Cold Email below. Can you tell me the various techniques that I've shown you that are in this email?

Greetings Jeff,

You've never heard of me. (Hi, I'm Jon!) I got your email from a list *gasp*. But hey - you're list worthy, that's gotta be something, right? :-)

OK. Let's get down to brass tacks. I'm emailing you because I run an online marketing agency in Clapham, London, called {Company-Name}, with my brother, {Name}, and a team of {X}.

I used to work at large digital agencies with big brand clients offering online marketing services (SEO, PPC, Social Media, Analytics, Content Creation and Bedroom Tidying). For nearly 5 years, we've run our own agency - and we're absolutely loving it. It is so good to not feel like we are ripping clients off - and we are doing the very best work we've ever done.

We recently got an office in Clapham North and I'm looking to win new clients over to our side and away from those evil (ok maybe not evil... but not as good) other agencies. We have some big names on board - but being the ambitious bunch we are, we won't settle for anything other than total domination.

If you let me have a chat with you about your online marketing needs - I will buy you lunch and promise to be somewhat entertaining. I may even wear a top hat. First off, I'd love to provide you with some ideas you are free to steal.

I have attached a picture of a ferret that has been dressed up. According to the internet, his name is Colin. I trust this will charm you into submission.

I await your profanity filled response.

Have an absolutely wonderful day,
Jon Buchan

ChatGPT

In the Drunk Cold Email, the following techniques can be identified:

Casual Introduction: The email starts with a casual introduction, where the sender introduces himself as Jon and acknowledges that the recipient has never heard of him.

Personal Touch: The email mentions the sender's agency, {Company-Name}, and the team members, including the sender's brother. This adds a personal touch to the communication.

Self-Deprecation: The email humorously mentions the sender's previous experience at large digital agencies and their services, including "Bedroom Tidying," poking fun at the list of services offered.

Herky Jerky: The email uses a variation of the Herky Jerky technique by contrasting their agency with other agencies, portraying them as "evil" but clarifying it as a lighthearted exaggeration.

Ambition: The email highlights the sender's ambitious nature, expressing a desire for total domination and a willingness to go above and beyond to win new clients.

Offer of Value: The email promises to provide ideas that the recipient is free to steal, emphasizing the sender's willingness to provide value and help with the recipient's online marketing needs.

Playful Gesture: The email attaches a picture of a dressed-up ferret named Colin, aiming to charm the recipient and add a playful element to the communication.

Humorous Tone: The overall tone of the email is lighthearted and humorous, evident in the language, such as the promise of an entertaining chat, wearing a top hat, and anticipating a profanity-filled response.

It's important to note that the use of humor and unconventional elements in a cold email can be subjective and may not always resonate with every recipient.

Prompt

Number 4 is the Hyperbole Backpedal technique.

ChatGPT

Apologies for the confusion. You are correct. Number 4 in the Drunk Cold Email example represents the Hyperbole Backpedal technique. The email initially presents other agencies as "evil," but then backpedals by stating they are not actually evil, but not as good. This technique adds a touch of humor and exaggeration while still maintaining a playful tone. Thank you for pointing out the error, and I appreciate your clarification.

Prompt

Could you write another version of the Drunk Cold Email but from a copywriting agency?

ChatGPT

Subject: Hey there, fellow wordsmith! Let's make magic happen.

Hey [Prospect's Name],

I hope this email finds you caffeinated and ready for some copywriting wizardry! I stumbled upon your name while browsing through a list (don't worry, it's a highly curated list of awesome folks) and thought, "This person deserves some word magic in their life!" So, here I am, attempting to charm you with my slightly quirky approach.

Let's cut to the chase. I run a copywriting agency called [Agency Name], nestled in the heart of creativity, [City Name]. We're a team of wordsmiths, storytellers, and all-around language enthusiasts. We've ditched the corporate world to craft captivating copy that packs a punch and leaves an unforgettable impression.

In my previous life, I toiled away in the bowels of soulless corporations, crafting lifeless copy for faceless clients. But no more! Now, we're on a mission to bring personality, humor, and genuine human connection back into the world of copywriting. And boy, are we having a blast doing it!

We've worked with some incredible brands, helping them find their voice, engage their audience, and make a lasting impact. But we're hungry for more. We want to work with clients who dare to be different, who value creativity, and who understand the power of words.

So, I'd love to hop on a call with you and chat about your copywriting needs. I promise, it won't be your typical business conversation. I might even throw in a few puns or wear a silly hat. And if we hit it off, who knows what kind of wordy adventures we can embark on together?

To sweeten the deal, I've attached a picture of a majestic sloth rocking a typewriter. Don't ask me how a sloth manages to type with those claws, but it's an inspiring sight, I tell you!

I eagerly await your response, be it a resounding "Hell yes!" or a polite "Thanks, but no thanks." Let's create copy that makes the world go "Wow!"

Stay brilliantly creative,
[Your Name]

Prompt

Can you do the same but for a freelance copywriter?

ChatGPT

Subject: Your words, my magic touch - let's make copy sparkle!

Hey [Prospect's Name],

I hope this email finds you well and brimming with creative energy! As a fellow lover of the written word, I couldn't help but reach out and introduce myself. I may not have found you through a mystical list, but rather through the enchanting realm of the internet. Nevertheless, I believe our paths have crossed for a reason!

Allow me to introduce the wizard behind the keyboard: I'm [Your Name], a freelance copywriter extraordinaire, on a mission to sprinkle some magic onto your brand's messaging. With my trusty keyboard as my wand, I've been conjuring up persuasive, captivating, and downright spellbinding copy for clients across various industries.

Gone are the days of bland, cookie-cutter content! I'm here to infuse your brand's voice with personality, charm, and a dash of wit. Whether you're looking to captivate your audience, boost conversions, or simply add a touch of pizzazz to your website, I'm your go-to sorcerer of sentences.

I've cast my linguistic spells for clients big and small, from startups to established businesses. But I believe in the power of personal connections, and that's why I'm reaching out to you. As a freelance copywriter, I have the flexibility to tailor my services to your specific needs, ensuring your brand's story shines through every word.

Let's weave words together and create copy that leaves an indelible mark. Whether it's crafting compelling website copy, penning persuasive product descriptions, or conjuring up captivating blog posts, I've got the incantations to make your brand's message sing.

If you're up for some wordplay and brainstorming, I'd love to schedule a call or grab a virtual coffee. We can discuss your copy needs, unravel your brand's unique story, and explore how my enchanting skills can elevate your messaging to new heights. Plus, I promise to bring my best puns and wit to the table – let's make this collaboration a truly magical experience!

To ignite your imagination, I've attached a picture of a mischievous literary cat who's always plotting his next writing adventure. Take a moment to appreciate his feline wisdom and let it inspire you.

I eagerly await your response, dear wordsmith. Together, let's create copy that casts a spell on your audience and brings your brand to life.

Wishing you endless inspiration,
[Your Name]

Prompt

I'm going to show you my Dream Clients cold email.

Can you read this and tell me why it's a) persuasive b) charming c) funny and d) effective?

Subject: My love of Bone Daddies Ramen.

I was advised by friends and peers not to send you this email, Susan.

I know in traditional sales training, you are thought not to seem like you 'want it too much'...

... but in this instance, I can't help it.

I love Bone Daddies.

They're one of my favourite companies.

I've been buying your stuff ever since I was 14.

Heck, I still remember the day I bought my first bowl of Bone Daddies Ramen.

I hope the photo below demonstrates my over the top love of Bone Daddies Ramen:

{Picture of you about to eat some Bone Daddies Ramen}

Is there room for a zealous advocate like me to help Bone Daddies with their digital marketing needs?

I'm a Digital Marketing Consultant and I'm looking for new clients.

I'd much rather work with great companies I love and genuinely want to get results for.

I have a ton of ideas for Bone Daddies - and you never know... Some of them might even be good! :D

You are welcome to do what you wish with them.

... Read them while nodding your head/shaking it in disgust.

... Mock the less usable ones with your colleagues.

... Or even steal them as your own and use them without giving me any credit. (Obviously, I hope you don't opt for this option!)

All I ask is if I send them to you, you read them.

May I send you these ideas? :-)

Have an absolutely wonderful day,

Josh Jones

Digital Marketing Consultant / Staunch Bone Daddies Brand Advocate / Waiting nervously to see if you reply.

P.S. My goal is to get my foot in the door - and if I want to work with companies I personally like the sound of, I likely have to make the first move... Which means sending an unsolicited note like this.

If my offer isn't of interest, my apologies. I'm likely going to try and follow-up a few times. If you don't wish to be subjected to my professional perseverance, let me know and I'll sling my hook. I don't want to be a nuisance.

ChatGPT

This Dream Clients cold email is persuasive, charming, funny, and effective for several reasons:

a) Persuasive:

The email begins with a relatable statement about receiving advice not to send the email, which sparks curiosity and makes the reader want to continue reading.

The author expresses genuine love for Bone Daddies and their products, creating a personal connection with the reader.

By mentioning being a digital marketing consultant, the author positions themselves as someone who can provide value and help Bone Daddies with their digital marketing needs.

The mention of having a ton of ideas for Bone Daddies shows the author's enthusiasm and willingness to contribute.

b) Charming:

The author uses a playful and conversational tone throughout the email, making it feel like a casual conversation rather than a sales pitch.

The inclusion of a personal anecdote about the first bowl of Bone Daddies Ramen adds authenticity and charm to the email.

The humor injected into the email, such as the suggestion that some of the ideas might be good and the playful request to read the ideas while nodding or shaking the head in disgust, adds a lighthearted and engaging touch.

c) Funny:

The email incorporates humor through self-awareness, acknowledging traditional sales training and the idea of not appearing too eager.

The mention of the photo demonstrating the author's love for Bone Daddies Ramen adds a visual element and a humorous twist.

d) Effective:

The email stands out from generic sales emails by taking a personalized approach and showing genuine interest in the company.

By offering to share ideas and not expecting anything in return, the author presents themselves as helpful and genuinely interested in Bone Daddies' success.

The postscript acknowledges the unsolicited nature of the email and addresses any potential concerns, showing respect for the reader's time and giving them an opportunity to decline further contact.

Overall, this email effectively combines persuasive elements, charm, humor, and a personal touch to engage the reader and make them consider the author's proposition.

Prompt

Can you write another version of the Dream Client email but targeting a different kind of company and to be sent from a different kind of consultant?

ChatGPT

Subject: A Deep Love for TechGadget Co. 🚀

Dear [Contact's Name],

Please pardon the unsolicited nature of this email, but I couldn't resist reaching out to express my deep admiration for TechGadget Co. I've been following your innovative products and advancements in the tech industry with uncontainable excitement.

From the moment I unboxed my first TechGadget device, I was instantly hooked. Your cutting-edge designs, seamless user experience, and mind-boggling features have left a lasting impression on me.

As a Technology Consultant and devoted tech enthusiast, I have made it my mission to work with exceptional companies like yours, who are pushing the boundaries of innovation. The thought of collaborating with TechGadget Co. to elevate your digital marketing strategy fills me with boundless enthusiasm.

I must admit, I may have a touch of "TechGadget fever." My friends and family often tease me about my obsession with your products. They claim I practically have a shrine dedicated to TechGadget Co. in my living room. While that might be an exaggeration (or is it?), I can assure you that my passion and dedication to helping brands succeed in the digital realm are very real.

I have a plethora of ideas brewing in my tech-infused mind, specifically tailored to amplify TechGadget Co.'s online presence and drive exceptional results. However, I understand that unsolicited ideas can sometimes be overwhelming, so I'm more than willing to share them at your convenience.

If you'd be open to a conversation about your digital marketing goals and how we can collaborate to take TechGadget Co. to new heights, I would be thrilled to connect. Whether it's over a virtual cup of coffee or a face-to-face meeting, I'm eager to explore the possibilities.

Please let me know if I can send you a curated selection of my ideas or if you'd prefer to discuss them directly. Your time is invaluable, and I promise to keep the conversation engaging, insightful, and peppered with a sprinkle of tech-inspired humor.

Wishing you a day filled with groundbreaking innovations and endless inspiration.

Sincerely,

[Your Name]

Technology Consultant and Proud TechGadget Co. Devotee

Prompt

Good stuff. But can you make the formatting and size similar to my original Dream Client email?

ChatGPT

Subject: My love of TechGadget Co. 🚀

I was advised by friends and peers not to send you this email, Susan.

I know in traditional sales training, you are thought not to seem like you 'want it too much'...

... but in this instance, I can't help it.

I love TechGadget Co.

They're one of my favorite companies.

I've been following your innovative products ever since I can remember.

Heck, I still remember the day I unboxed my first TechGadget device.

I hope the image below demonstrates my unbridled excitement for TechGadget Co.:

[Picture of you showcasing your TechGadget device]

Is there room for an avid technology enthusiast like me to contribute to TechGadget Co.'s digital marketing success?

I'm a Technology Consultant, and I'm on the lookout for new clients.

I'd much rather work with exceptional companies like TechGadget Co. that I genuinely admire and want to achieve remarkable results for.

I have an abundance of ideas tailored specifically for TechGadget Co. – and who knows, some of them might just be groundbreaking! 😊

You are welcome to do whatever you like with them.

... Peruse them with a nod of approval or shake your head in disbelief.

... Playfully tease the less viable ones with your colleagues.

... Or even adopt them as your own and utilize them without giving me any credit. (Of course, I hope you won't choose this option!)

All I ask is for you to grant me the opportunity to share these ideas with you. 😊

May I send you these ideas?

Have an absolutely wonderful day,

[Your Name]

Technology Consultant / Proud TechGadget Co. Enthusiast / Waiting eagerly for your response.

P.S. My goal is to establish a connection, and when it comes to working with companies I personally admire, I believe it's essential to take the first step – even if it means sending an unsolicited note like this one.

If my offer doesn't pique your interest, I apologize in advance. I might follow up a few times, but if you prefer not to receive further correspondence, please let me know, and I'll respect your decision. I don't want to become a nuisance.

Prompt

I'm going to show you my Top 5 Reasons cold pitch.

Can you have a look at this pitch and tell me why it's a) Funny b) Charming c) Persuasive d) Original e) Unorthodox and f) Effective?

Here is the cold pitch:

Subject: way over the top pitch :D

Terry,

I'll keep this short, and hopefully, sweet.

I'm a Digital Marketing Consultant and I want to work with you.

As such, I thought it would be wise to send you a list of the top 5 reasons why becoming a client of mine isn't a terrible idea:

1. From the sleuthing I've done on your LinkedIn profile, I think we'd get on. We both share an interest in boxing, providing us with enjoyable small talk when we're not talking about the amazing results we've achieved together. (I'm coming on too strong, aren't I? I'll tone it down a bit...)
2. I'm ambitious. I want to keep growing my business. I want to get results for my clients. It's in my own self-interest to do so. Nothing helps one win clients more than being able to demonstrate results from existing clients.
3. Speaking of which... I have a ton of [case studies] and [LinkedIn Recommendations.]
4. I've achieved some excellent results in the technology sector that might pique your interest.
5. Most importantly, I strongly believe I can help TechGang achieve increased traffic and sales from your digital marketing activities.

First off, I'd love to give you some ideas for you're free to steal.

{Picture of you/ you & your team smiling gleefully in front of whiteboard/flip chart/notepad with Digital Marketing Ideas for TechGang at the top.}

I mean, we've already written your name on the board. We may as well do this. Let's not waste pen, shall we? :D

Consider my fingers crossed!

Have an absolutely wonderful day,

Jon

ChatGPT

a) Funny: The pitch incorporates humor through self-awareness and light-hearted language. It acknowledges the over-the-top nature of the pitch and pokes fun at the author's own enthusiasm, such as "I'm coming on too strong, aren't I? I'll tone it down a bit..." and "Let's not waste pen, shall we? :D"

b) Charming: The pitch uses a friendly and conversational tone, addressing the recipient by their first name and expressing common interests. It aims to establish a connection and rapport with the recipient, creating a sense of warmth and friendliness.

c) Persuasive: The pitch highlights the author's ambition, track record of achieving results, and relevant experience in the technology sector. It also offers case studies and LinkedIn recommendations as social proof to support the author's credibility. The mention of providing ideas that the recipient is free to steal demonstrates a willingness to add value upfront.

d) Original: The pitch stands out by its unconventional and light-hearted approach. It avoids the usual formalities of a cold pitch and infuses it with personality and humor, making it memorable and distinct.

e) Unorthodox: The pitch deviates from traditional cold pitches by incorporating humor, personal anecdotes, and a less formal tone. It takes a more casual and relaxed approach, which may be unexpected in a professional context.

f) Effective: The pitch combines humor, charm, and persuasive elements to capture the recipient's attention and create a positive impression. By showcasing the author's expertise, enthusiasm, and willingness to provide value, it aims to generate interest and potential engagement. The unorthodox and original approach helps differentiate it from generic cold pitches, increasing the chances of standing out and getting a response.

Prompt

Can you have a go at writing another version of the Top 5 Reasons cold pitch?

ChatGPT

Subject: An audacious pitch awaits, Sarah!

Sarah,

Prepare yourself for an audacious email that defies the norms of conventional pitches, all in the name of catching your attention.

I'm a Digital Marketing Consultant, and I can't help but think we'd make a dynamic duo. Here are the top 5 reasons why joining forces with me could be a stroke of genius:

Our paths are aligned, Sarah. A bit of cyberstalking (don't worry, it was professional) revealed our shared love for hiking and coffee. Imagine the stimulating conversations we could have while conquering mountains and caffeinating our ambitions!

Ambition runs in my veins. I'm not here to be mediocre. I strive to push boundaries and create remarkable results for my clients. Your success is my success, and we'll scale new heights together.

Brace yourself for a flood of evidence. I've got an arsenal of impressive case studies and raving testimonials from satisfied clients. These success stories will leave you with no doubt about my ability to deliver results.

Tech prowess is my specialty. With a track record of achievements in the tech realm, I understand the nuances of your industry. Let's leverage that knowledge to propel TechWizards to unprecedented digital glory.

The pièce de résistance: I have an unwavering belief that I can skyrocket TechWizards' digital presence, amplifying your traffic and boosting those oh-so-important sales figures. You deserve nothing less than digital domination!

Now, to sweeten the deal, I'd love to share some brainstormed ideas exclusively for you. Take a peek at this photo of me and my team, eagerly strategizing in front of a giant whiteboard filled with captivating possibilities for TechWizards:

{Attach an intriguing photo of you and your team brainstorming}

As you can see, we're already investing our creative energy in your success. Let's make the most of it, shall we?

Fingers crossed for a serendipitous connection!

Wishing you an exhilarating day,

[Your Name]

Digital Marketing Consultant / Coffee Connoisseur / Mountain Enthusiast / Dreaming of collaborating with TechWizards

Prompt

Excellent. Can you write me another Top 5 Reasons cold pitch from a copywriter trying to get a response from a local (but growing) craft beer company?

ChatGPT

Subject: Cheers to an Epic Collaboration, Mike!

Mike,

Get ready for a cold pitch that will leave you frothing with excitement and eager to raise a pint to our potential partnership. As a copywriter with a passion for all things craft beer, I believe our collaboration could be the hoppiest adventure yet. Here are the top 5 reasons why joining forces with me will have you shouting "Prost!" from the rooftops:

Craft beer camaraderie: We share a deep love for the artistry and craftsmanship behind locally brewed beers. Imagine the creative synergy we could achieve when combining your tantalizing brews with my knack for crafting compelling copy. Together, we'll spin words that weave magic and elevate your brand story.

Quenching thirst for growth: Like a foaming beer poured into a glass, my ambition knows no bounds. I'm determined to help you quench your thirst for business expansion and brand recognition. Let's tap into new markets, captivate beer enthusiasts, and pour success into every pint.

A brew-tiful portfolio: My portfolio is overflowing with drool-worthy copy that has delighted clients and seduced customers. I'll bring a flavorful mix of captivating product descriptions, engaging website content, and irresistible social media campaigns to put your craft beers in the spotlight they deserve.

Nailing the right flavor: Craft beer is all about experimentation and discovering unique flavors. Similarly, I pride myself on finding the perfect tone, voice, and messaging that captures the essence of your brand. Together, we'll brew a copy that leaves taste buds tingling and converts curious sippers into devoted fans.

Sparking a hoppy revolution: I firmly believe that the craft beer industry is ripe for a revolution. With your local and growing status, we have an opportunity to disrupt the market and make waves. I'll infuse your brand with a fresh perspective, innovative campaigns, and irresistible hooks that will have beer lovers flocking to your taps.

To add some suds of excitement, here's a photo of me raising a frosty glass, eagerly toasting to our prosperous partnership:

{Attach an enticing photo of you with a craft beer}

Let's raise the bar and create a buzzworthy presence for your craft beer company. I'm thrilled to share my creative ideas exclusively with you. With each sip, we'll unlock the potential for greatness.

Here's to a fruitful collaboration and a future filled with cheers!

Warmest regards,

[Your Name]

Craft Beer Enthusiast / Wordsmith Extraordinaire / Crafting a hop-forward copy for success

Prompt

I'm going to show you my Unorthodox Get Job Interviews cold pitch.

Can you have a look at this pitch and tell me why it's a) Funny b) Charming c) Persuasive d) Original e) Unorthodox and f) Effective?

Here is the cold pitch:

Subject: Apologies in advance :(

Greetings Jenny,

I wanted to introduce myself in a way that showed I was interesting, witty and clever. Alas, I wrote this email instead.

Let me get down to brass tacks:

1. I need a job... *smiles sheepishly*
2. I don't want just any job. I want to take a move in a positive direction. I'd love to work in the events industry.
3. BAD NEWS: I have no experience working in the events industry.
4. GOOD NEWS: This means you can mould me into the perfect, obsequious employee.
5. MORE GOOD NEWS: I'm willing to do anything. If anyone in your team has admin tasks they've reliably been putting off since the coalition was in power, I'll gladly do them. Grunt work be damned, I want to get my foot* in the door.

My current role has provided me with a whole set of transferable skills such as managing a team, working with suppliers and providing our delightful customers with great service.

It has also taught me skills that I hope are never going to be useful such as sellotaping stairs together, colouring in light bulbs (!) and other highfalutin tasks that I won't concern you with now.

All joking aside, I really want to make a positive change in my life and I am ready to work hard for it.

This email is part of my effort to make that happen.

If you're feeling suitably daring, I'd love to buy you coffee, lunch or vodka shots and I promise to be somewhat entertaining.

I've attached a picture of a dog wearing a monocle. According to the Internet, his name is Rufus. I trust this will charm you into submission.

{Include picture of a dog wearing a monocle}

I await your profanity-filled response.

Have an excellent day.

Best wishes,

Zara Smith

Your Next Enthusiastic Employee / Grunt Work Assignee / Currently has her fingers, toes and other appendages firmly crossed.

[Click here to read my fancy new CV]

Email: zara.smith500@gmail.com

Telephone: 07123 596281

Shouting from the rooftops: 101 Streetname, Townname, UK. DY5 6UL

*A foot in the door would be great but I'm realistic. I know I'm new. As such, I'll settle for a big toe in the door.

ChatGPT

Here's an analysis of why the cold pitch is considered funny, charming, persuasive, original, unorthodox, and effective:

a) Funny: The pitch incorporates self-deprecating humor, such as joking about writing an email instead of something interesting, as well as mentioning unconventional tasks like sellotaping stairs together and coloring in light bulbs. The humorous tone lightens the conversation and adds an element of entertainment.

b) Charming: The use of playful language, like using "obsequious employee" and offering to buy coffee, lunch, or vodka shots, adds charm to the pitch. The inclusion of a picture of a dog wearing a monocle also brings a whimsical touch, creating a sense of connection and likability.

c) Persuasive: The pitch acknowledges the lack of experience in the events industry but emphasizes the willingness to learn and the possession of transferable skills. The offer to take on any tasks and work hard demonstrates a strong work ethic and commitment, which can be persuasive to potential employers.

d) Original: The email stands out with its unconventional approach and unexpected humor. It avoids using traditional templates or formal language, making it unique and memorable compared to more typical job application emails.

e) Unorthodox: The email deviates from the standard format of a job application by embracing humor, self-awareness, and a casual tone. It challenges the norms of a traditional cold pitch and takes a creative, non-traditional approach to engage the recipient.

f) Effective: The email effectively grabs attention through its subject line and unconventional greeting. The combination of humor, charm, and sincerity creates a memorable impression. The pitch showcases the applicant's personality and determination to make a positive change, which can resonate with potential employers looking for someone with a unique perspective and willingness to learn.

Overall, this unorthodox cold pitch stands out from the crowd, combines humor and charm, and effectively conveys the applicant's enthusiasm and commitment, increasing the chances of receiving a positive response.

Prompt

Can you write me another version of the Unconventional Get Job Interviews cold pitch?

ChatGPT

Subject: An unconventional approach from an ambitious job seeker

Hey there, [Hiring Manager's Name]!

I hope this email finds you in the mood for something refreshingly different, because that's exactly what I'm about to serve you. Consider this my unorthodox attempt at catching your attention.

Let's get straight to the point:

I need a job... Surprise! (I promise this is not a desperate plea but an honest admission.)

But hey, I'm not just looking for any job. I have my sights set on joining the ranks of a creative and forward-thinking team like yours. Yep, I'm talking about the [Company Name] dream team!

Now, here's the twist: I don't possess direct experience in your industry. Some might see this as a drawback, but I see it as an opportunity. Why? Because it means I bring a fresh perspective, untainted by industry norms, ready to inject a burst of innovative ideas into your world.

I've honed my skills in [mention relevant skills or industries], which may seem unrelated at first glance. But trust me, those experiences have equipped me with a unique set of problem-solving abilities, adaptability, and a knack for thinking outside the box. I'm confident these qualities can translate into real value for your team.

Most importantly, I have an unwavering determination to prove myself and make a meaningful impact. I'm not afraid of rolling up my sleeves and diving into any challenge that comes my way. From the glamorous to the mundane, I'm ready to embrace it all with enthusiasm and a positive attitude.

To prove I'm not all talk, I've attached a picture of a llama wearing sunglasses. According to the internet, his name is Larry. I trust this unexpected surprise will bring a smile to your face.

{Include picture of a llama wearing sunglasses}

Now, I know this approach may be unconventional, but I firmly believe that thinking outside the box is what sets exceptional candidates apart. If you're up for an intriguing conversation over coffee, a virtual meeting, or even a spontaneous dance-off, I'm all in.

I appreciate your time and consideration. Looking forward to the opportunity of bringing my unique perspective and unbridled enthusiasm to the [Company Name] team.

Warm regards,

[Your Name]

Your Next Creative Catalyst / Outside-the-Box Problem Solver / Ready to Embrace the
Unexpected

P.S. Let's defy the norm and create something extraordinary together. Just hit reply, and let the
adventure begin!

Prompt

Can you write me another version of the Unconventional Get Job Interviews cold pitch for someone who currently works at a supermarket stacking shelves and is seeking to get a junior role at a Digital Marketing agency?

The person pitching has skills using graphic design packages that they learned as a hobby, and has always been told they have a way with words and should be a copywriter.

The Digital Marketing agency's website has hilarious copy that stands out compared to other agencies that the person pitching loves and is why they are getting in touch.

ChatGPT

Subject: From Shelf Stacker to Digital Marketing Dynamo: Let's Flip the Script!

Hey [Hiring Manager's Name],

Prepare for a pitch that will flip your expectations faster than a well-stacked shelf!

Picture this: a supermarket prodigy, armed with graphic design wizardry and a way with words that could give Shakespeare a run for his money, seeks to break free from the world of stacking shelves and embark on a thrilling journey in the realm of Digital Marketing. And that's where you and your awesome team at [Digital Marketing Agency Name] come in!

Here are the reasons why this unconventional match was simply destined to be:

Unleashing Hidden Talents: While I've mastered the art of shelf stacking, my true passion lies in the world of graphic design and the power of words. What started as a hobby turned into an obsession, and I've honed my skills in graphic design packages that I taught myself. It's time to channel that creativity into something extraordinary—working alongside brilliant minds like yours!

The Copywriting Whisperer: I've always been told I have a knack for crafting compelling narratives and captivating copy. When I stumbled upon your agency's website, my heart skipped a beat (or two). The hilarious and refreshingly bold copywriting instantly caught my attention. You've proven that breaking the mold and injecting humor into marketing is the way to go. I want to join forces and contribute my own twist of wit and wordplay to your already legendary repertoire.

Embracing the Unexpected: From stacking shelves to digital marketing may seem like an unconventional leap, but I thrive on defying expectations. My ability to adapt quickly, think on my feet, and deliver exceptional results under pressure has been honed during my supermarket adventures. I'm ready to bring that same level of dedication, resilience, and a can-do attitude to your team.

A Hunger for Growth: Just like a well-stocked pantry, my hunger for personal and professional growth knows no bounds. I'm eager to learn and absorb everything the digital marketing realm has to offer. With your agency's expertise and innovative approach, I know I'll be in the right environment to evolve into a digital marketing dynamo.

A Perfect Cultural Fit: I believe in fostering a fun, collaborative, and supportive work environment. Your agency's vibe, as reflected through your website and online presence, resonates with me on a deep level. I'm not just seeking a job; I'm searching for a community where I can thrive, laugh, and create exceptional campaigns that leave a lasting impact.

To demonstrate my passion, I've attached a design I created inspired by your agency's bold and humorous style. It's a visual representation of my supermarket-to-digital-marketing journey—a quirky collage of shelves stacked with vibrant ideas and words dancing in the air.

{Include attachment: Supermarket-to-Digital-Marketing Journey Design}

Let's make magic happen, [Hiring Manager's Name]. I'm ready to embark on this exhilarating adventure and contribute my unique blend of creativity, determination, and a sprinkle of supermarket shelf stacking finesse to your esteemed team.

If you're game for an unconventional conversation over a virtual coffee or a good old-fashioned face-to-face meeting, I'm just a reply away. Together, let's unleash the creative storm and rewrite the rules of digital marketing!

Wishing you an exciting day ahead,

[Your Name]

Aspiring Digital Marketing Dynamo / Graphic Design Extraordinaire / Ready to Elevate Your Agency's Awesomeness

P.S. It's time to stack the deck in favor of fresh perspectives. Let's turn this supermarket-to-digital marketing tale into an epic success story. I'm eagerly waiting to hear from you!

Prompt

Can you write another version of the Unorthodox Get Job Interviews cold pitch for someone who worked at an agency specialising in digital marketing for fashion brands who is seeking at an in-house digital marketing job at a gigantic fashion brand?

The person pitching has been a fan of this gigantic fashion brand since she was 18 years old (now 33) and still has the first pair of jeans she bought from his brand all that time ago in her closet (although, they probably don't fit into them anymore.)

The fashion brand is known for it's daring and unconventional PR and marketing campaigns and while it's not the number one brand, it's seen as an exciting challenger brand that is disruptive and exciting.

ChatGPT

Subject: From Digital Marketing Maverick to Fashion Brand Extraordinaire: Let's Make Waves Together!

Hey [Hiring Manager's Name],

Prepare to be swept off your feet by a pitch that merges a love story with a career journey, all in the name of joining forces with the powerhouse fashion brand that has held my heart captive since the tender age of 18—yours truly, [Gigantic Fashion Brand]!

Here's why this unconventional partnership is destined to be a game-changer:

Passion That Withstands the Test of Time: From the depths of my closet, a relic of my fashion journey still resides—the very first pair of jeans I bought from [Gigantic Fashion Brand] all those years ago. While they might not fit anymore (thanks, life!), they serve as a constant reminder of the brand's transformative power and enduring influence on my style evolution. Our connection runs deep, and it's time to take it to the next level.

Unleashing Digital Marketing Wizardry: As a digital marketing maverick, I've honed my skills in the world of fashion brands. My experience working at a digital marketing agency that specialized in fashion has armed me with industry knowledge, innovative strategies, and an eye for cutting-edge campaigns. But I've always had my sights set on the ultimate adventure—working in-house for [Gigantic Fashion Brand] and being an integral part of its disruptive and daring marketing initiatives.

Fueling the Challenger Spirit: [Gigantic Fashion Brand] is more than just a fashion brand—it's a movement. Its relentless pursuit of challenging the status quo, breaking boundaries, and rewriting the rules aligns perfectly with my own ambitions. I want to be part of the team that propels this fashion powerhouse to new heights, captivating audiences and leaving competitors in awe.

A Partnership Rooted in Creativity: I thrive on pushing the boundaries of creativity and storytelling, and I've been captivated by the boldness and originality of [Gigantic Fashion Brand]'s PR and marketing campaigns. Your brand's disruptive approach, fearless attitude, and unconventional strategies resonate deeply with my own artistic spirit. Together, we can create marketing magic that leaves an indelible mark on the industry.

Loyalty Meets Innovation: While [Gigantic Fashion Brand] may not be the first choice for everyone, I see it as a hidden gem—an enigmatic challenger brand poised to revolutionize the fashion landscape. My loyalty, combined with my expertise in digital marketing for fashion brands, positions me as the perfect ally to help drive the brand's growth, captivate audiences, and create unforgettable brand experiences.

To demonstrate my commitment and passion, I've attached a visual representation of my fashion journey—an eclectic mood board celebrating the audacious style and magnetic allure of [Gigantic Fashion Brand]. It's a testament to my enduring love for the brand and my vision for its boundless future.

{Include attachment: Mood Board: Celebrating the Bold Spirit of [Gigantic Fashion Brand]}

Let's make waves, [Hiring Manager's Name]. I'm ready to immerse myself in the world of [Gigantic Fashion Brand], unleash my creativity, and contribute to its journey of disrupting the fashion landscape.

If you're as thrilled as I am about this extraordinary opportunity, I would be honored to connect over a virtual coffee or an in-person meeting to discuss how we can reshape the fashion world together.

Wishing you a day filled with fashion-forward adventures,

[Your Name]

Fashion-Forward Digital Marketing Maverick / Brand Enthusiast / Ready to Ignite [Gigantic Fashion Brand]'s Digital Presence

P.S. Together, we'll embark on a journey that fuses passion, innovation, and a touch

Prompt

Can you do this again but cut it down a lot and make it a little more similar to my original example of the Unorthodox Get Job Interviews cold pitch? It doesn't need to be identical just a little more similar to it. But still be creative.

ChatGPT

Subject: My Love for [Gigantic Fashion Brand] and a Digital Marketing Adventure

Hey [Hiring Manager's Name],

I'm about to unravel a story of fashion, passion, and a burning desire to join forces with the fashion brand that has bewitched me for over a decade—[Gigantic Fashion Brand]!

Here's why this unconventional alliance is destined to make waves:

A Love Story of Style: Picture this—me, 18 years old, stepping into the world of fashion with my very first pair of [Gigantic Fashion Brand] jeans. They were a perfect fit, not just for my body but for my evolving sense of style. Fast forward to today, and while those jeans might not fit anymore (damn you, metabolism!), my admiration for [Gigantic Fashion Brand] remains unwavering.

Digital Marketing Mojo: As a seasoned digital marketing wizard, I've crafted captivating campaigns for fashion brands. My expertise stems from working at a specialized agency, where I honed my skills in crafting innovative strategies and creating a buzz. But my heart yearns for the excitement of being in the thick of [Gigantic Fashion Brand]'s game-changing marketing initiatives.

Embracing Challenger Vibes: [Gigantic Fashion Brand] isn't just a fashion brand—it's a force of nature, a challenger set to disrupt the industry. I'm drawn to the brand's audacity, fearlessness, and unconventional spirit. Together, we can unleash a tidal wave of creativity that will leave competitors gasping for breath.

The Power of Originality: [Gigantic Fashion Brand]'s PR and marketing campaigns have always captured my imagination. The brand's ability to push boundaries, defy norms, and surprise audiences resonates deeply with my own creative spirit. Let's combine our powers to craft campaigns that will make heads turn, jaws drop, and hearts skip a beat.

Loyalty Meets Innovation: While [Gigantic Fashion Brand] may not be everyone's go-to, it's a diamond in the rough—a brand waiting to seize the spotlight. My unwavering loyalty, combined with my expertise in digital marketing for fashion, positions me as the ideal collaborator to fuel [Gigantic Fashion Brand]'s growth, captivate audiences, and spark a revolution.

I've attached a snapshot of my fashion journey—a vibrant collage capturing the essence of [Gigantic Fashion Brand]'s captivating allure and disruptive nature. It's a visual testament to my enduring love for the brand and my vision for its vibrant future.

{Include attachment: Fashion Collage: Celebrating the Boldness of [Gigantic Fashion Brand]}

Let's ignite a digital marketing adventure together, [Hiring Manager's Name]. I'm ready to immerse myself in the world of [Gigantic Fashion Brand], set creativity ablaze, and reshape the fashion landscape.

If you're as excited as I am about this extraordinary opportunity, I'd be thrilled to chat over a virtual coffee or meet in person to dive deeper into our shared vision.

Wishing you a day filled with sartorial splendor,

[Your Name]

Fashion-Obsessed Digital Marketer / Brand Aficionado / Ready to Rock [Gigantic Fashion Brand]'s Digital Realm

P.S. Together, we'll embark on a journey that merges passion, innovation, and the audacity to rewrite fashion's rulebook. Are you ready for the adventure?

How do I come up with prompts?

Well, let's ask ChatGPT what it thinks and see if it matches up.

With all the techniques I've shown you, you understand them very quickly.

What would you say are the elements of my prompts that make them work?

The elements of your prompts that make them work are:

1. Clear and concise explanation: You provide a clear and concise explanation of the technique, making it easy for me to understand the concept and context.
2. Examples: You provide specific examples to illustrate the technique, showcasing how it is applied in different scenarios. These examples help me grasp the essence of the technique and its intended effect.
3. Contextual information: You provide additional context or background information about the technique, such as its purpose, when to use it, or how it relates to other techniques. This contextual information helps me understand the technique more fully and apply it effectively.
4. Clarity of instruction: Your instructions are clear and specific, allowing me to generate responses that align with the desired technique. You provide guidance on the format, style, and content expected in the response.
5. Iteration and refinement: You often iterate on the prompts, providing feedback and requesting variations or adjustments to further explore the technique or achieve a specific effect. This iterative process allows for refinement and deeper exploration of the technique.

By incorporating these elements, you create prompts that are informative, engaging, and effective in conveying the desired concept or technique.

I had written in my notepad the following:

- I look at the sentence structure and explain what I'm trying to do. This sometimes includes what the reader is likely thinking when reading the copy. For example, for the follow up lines, I tell ChatGPT "When sending follow up emails to cold pitches, it's safe to assume some people won't like them."
- I provide example(s).

Here is the full example for the Cheeky Follow Up technique.

J

I'm going to show you the "Cheeky Follow Up" Technique.

When sending follow up emails to cold pitches, it's safe to assume some people won't like them. You can humorously turn this negative into a positive using a line like the example below:

"I do hope you are finding my tenacity endearing, Josh."

Can you write some more examples of the Cheeky Follow Up Technique?

Some techniques have a more specific syntax which I have to explain. For example, the Triple Reverse.

I'm going to show you a technique called The Triple Reverse.

With this technique you build up a context in the first sentence with 3 words. The next sentence then shatters to context by going in a different direction to what's expected.

Here are two examples:

"I wanted to introduce someone that is intelligent, hilarious, and brilliant. Unfortunately, we've got Jon Buchan speaking."

"I wanted to introduce myself in a way that showed I was interesting, witty, and clever. Alas, I wrote this email instead."

Can you write more versions of the Triple Reverse technique?

Pointing out how the context is built up with 3 words is important. The technique needs to use The Rule Of Three to build context. Without this, it's not a Triple Reverse. The reason these lines work is because of The Rule Of Three.

The examples then make it easy for ChatGPT to fully understand the technique.

If you see a funny line that you want to replicate, you'll need to reverse engineer how the line works.

Does it have a specific sentence structure? E.g. The Herky Jerky technique uses commas to add comic timing.

Does it use The Rule Of Three?

Does it use alliteration?

Does it use exaggeration or understatement?

Does the sentence use an intensifier? E.g. "Absolutely", "Thoroughly."

What journey does it take the reader on? E.g. With the Triple Reverse, a context is built up using The Rule Of Three and then it shatters it in the second sentence.

Does it use some other device I've not used in this training? For example, rhyming.

You can look at all of the prompts in this pack to get an idea of how to do this. If you're a nerd like me, it can be quite fun deconstructing sentences to see what makes them cause you to smirk or let out a hearty chortle.

The next stage is iteration.

I could have gone through this document and revised the prompts so that the desired output is ready with one prompt. However, I don't think this is ideal. This isn't how I use ChatGPT. I like to see if ChatGPT understands the technique before I give feedback to get exactly what I want.

These iterations include:

- Specifying a specific length. E.g. "Can you try that again but ensure each version has a maximum of 6 words?"
- Changing the target of the joke. E.g. "Can you do this again but make them like example 2? Make them self-deprecating rather than targeting other people?"
 - Example 2: "Can you do the same but make the 'On the other hand,' sentence more selfish?"
 - Example 3: "Can you try this again but make me the victim of the unintended silly consequences in each example?"
- Asking ChatGPT to change the tone or type of humour used. E.g. "Can you provide 5 more and make them more absurd?"
- Getting ChatGPT to remove elements that I've not asked for. E.g. "Can you do this again but remove the first part? They don't need the name. E.g. Remove "Coffee Break Special:"
- Correcting ChatGPT when one or more elements are not to my specifications. E.g. "Can you try this again but make the first job title serious - it needs to be normal. E.g. Managing Director or Head of Marketing."
- Tailoring the technique to a specific theme or niche E.g. "Can you do that again but have all the examples be for a marketing agency?"

- When I showed ChatGPT full templates, I would often do extremely specific tailoring. Here is an example of that:

E.g. “Can you write another version of the Unorthodox Get Job Interviews cold pitch for someone who worked at an agency specialising in digital marketing for fashion brands who is seeking an in-house digital marketing job at a gigantic fashion brand?”

The person pitching has been a fan of this gigantic fashion brand since she was 18 years old (now 33) and still has the first pair of jeans she bought from his brand all that time ago in her closet (although, they probably don't fit into them anymore.)

The fashion brand is known for its daring and unconventional PR and marketing campaigns and while it's not the number one brand, it's seen as an exciting challenger brand that is disruptive and exciting.”

You can get especially specific when dealing with entire templates.

Final Notes

I thought I'd ask ChatGPT why it's able to understand my techniques. I wasn't far off.

Is there anything in common with all these techniques I'm showing you?

Why is it that you can understand these? AI isn't meant to be great at humour but you seem to do well with these.

My suspicion is that it's because they are syntax-based. You're able to understand this well - and you have enough data to make the random/funny bits work.

Am I far off? I'd love to know how why you're able to grasp these.

Your suspicion is partially correct. The techniques you've shared, such as the Hyperbole Backpedal, Unconventional Greeting, Top 5 Reasons, and Give Me Your Money BackPedal, do rely on certain syntactical patterns and creative language use. As an AI language model, I have been trained on a vast amount of text data, including various writing styles, humor, and linguistic patterns. This exposure to diverse language patterns and contexts allows me to generate responses that align with the given techniques.

However, it's important to note that while AI models like me can generate text that resembles humor, understanding and appreciating humor is subjective and relies heavily on human interpretation and context. While I can generate responses that follow the given techniques and exhibit certain humorous elements, the actual perception of humor can vary from person to person.

In summary, my ability to grasp these techniques and generate responses is a combination of training on large amounts of text data, which helps me understand syntactical patterns, and the ability to generate creative and contextually appropriate responses based on that training.

I've been impressed with what ChatGPT has been able to come up with.

However, the need for human moderation is still needed.

For example, there is a satirical press release in this pack targeting a PR agency. However, the copy kind of insults the PR agency for being "old hat." The language could offend the recipient.

You need to carefully review the output and ensure it can't be misconstrued.

Other than that, I hope you enjoy playing with these prompts and iterations and you're able to use it to make your copy more funny, charming, persuasive, and effective.

Thank you,

Jon