

Authentic Sales Copy with ChatGPT

Your Free Gift for Authentic Website Copy 📁

Thank you for downloading "The Ultimate Guide to Crafting Authentic Sales Copy with ChatGPT"!

As a co-founder of Heartshine Revolution, I've dedicated myself to helping business owners like you bring their vision to life through copy that feels true to who they are. This guide is just the beginning of how you can transform your message into something that deeply connects with your audience.

If you're ready to take the next step, I'd love to support you! Crafting authentic, impactful website copy is my passion, and it would be an honor to help you create a message that not only stands out but also truly reflects your unique story and mission.

Explore how we can work together to bring your vision to life by visiting our website:

👉 [Heartshine Revolution](#)

Let's create something extraordinary together.

Warmly,

Tracie Steed

Co-founder, Heartshine Revolution

Writing compelling copy can feel intimidating, especially if you're not sure where to start. The good news is, anyone can learn! AI tools like ChatGPT can make the process easier—if you know how to use them effectively. That's why I've created this guide with simple, helpful prompts to help you create better DIY copy that feels authentic and connects with your audience.

1. Clarify the Offer

👉 Prompt:

"Help me write sales copy for [type of product/service]. It's for [specific audience] and solves [main pain point/problem]. What's the best way to describe the value in a compelling, authentic way?"

• *Why it works: Establishes the product's core purpose and audience, setting a foundation for personalized, meaningful messaging.*

2. Capture the Sender's Voice

👉 Prompt:

"I want this to sound like it's written by me. My tone is [friendly, professional, conversational, etc.]. Use language that feels natural and reflects how I'd personally speak to my audience."

• *Why it works: Ensures the copy aligns with the sender's personality and voice, making it more relatable.*

3. Focus on Emotional Connection

👉 Prompt:

"Highlight the emotions my audience feels when dealing with [specific problem]. Show how my product/service addresses these feelings and leads them to [desired outcome]."

• *Why it works: Emotional resonance is key to persuasive copy that connects authentically.*

4. Emphasize Benefits Over Features

👉 Prompt:

"Write the copy to focus on the benefits of [product/service] rather than just the features. How does it improve their life or solve their problem?"

- *Why it works: People buy based on benefits, so this approach speaks directly to their needs.*

5. Create a Strong Call to Action

👉 Prompt:

"End the copy with a clear, action-oriented call to action (CTA). Make it feel natural and non-pushy, encouraging the reader to [desired action, e.g., sign up, purchase, learn more]."

- *Why it works: Guides the reader toward the next step in a way that feels approachable and aligned with the overall tone.*

6. Ensure Originality.

👉 Prompt:

"Make this copy unique and avoid clichés. Use fresh, vivid language that grabs attention while staying true to the sender's authentic tone."

- *Why it works: Encourages creativity and avoids generic, overused phrasing.*



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