ChatGPT 101

HOW TO HARNESS THE POWER OF AI FOR SMARTER ONLINE MARKETING!

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Introduction

If you've been in the online marketing scene for more than two minutes in 2023, you'd have probably heard about ChatGPT.

Just about everyone and their grandma's boyfriend is praising it to the moon… and making it look like this AI tool is the panacea to all content creation ills.

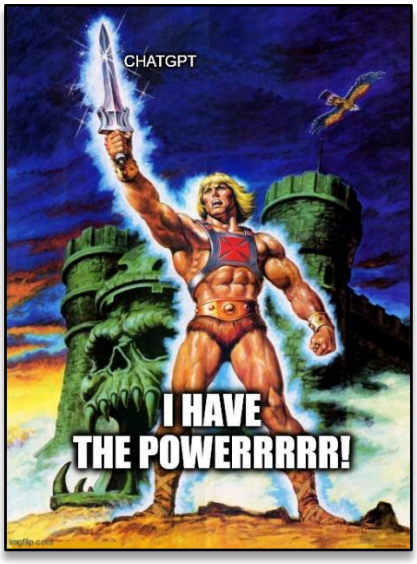
Nothing could be further from the truth!

ChatGPT is a tool… and just like all tools, its efficacy is dependent on who wields it.

In the wrong hands, ChatGPT is like a plastic fork generating forked up content.

In the right hands, it's a powerful broadsword that will slice your content creation time in half and help you dominate your niche.

Let me throw in a He-Man pic just to get this point across...



You may sign up for ChatGPT here: https://chat.openai.com

So, what's the whole debate about?

ChatGPT has its fans and detractors. Among marketers, this tool is almost as polarizing as Trump or Andrew Tate.

To understand why this is happening, we need to look at the pros and cons of this text generator.

Pros

- **It helps you overcome writer's block**

Trying to create content from scratch is difficult because of the writing inertia you may be facing. With ChatGPT, you can easily create outlines, get ideas and much more. *It's easier now to get the content creation ball rolling!*

- **Doing research is fast!**

Instead of scouring through articles online or heading to the library and being in the presence of other nerds, with ChatGPT, you'll be able to do excellent research in minutes – anywhere, anytime.

- **Gives you ideas you would have never thought of**

Since the tool has been fed data for years, it's fantastic for brainstorming topics, slants, etc.

Now I could go on and on about the benefits of this tool… but let's not waste time.

Just know that it's excellent for assisting with content creation. This is why so many marketers love it.

Cons

Ohhh… there's a bunch of them here.

- **Marketers will misuse it**

You don't even need to think twice about this one.

Marketers are the scourge of the internet. Even now as you're reading this, you can bet some marketer somewhere is generating tons of ChatGPT content for their private blog networks that are full of spammy links.

A whole bunch of them are probably scheming to flood Amazon's Kindle marketplace with AI-written books.

This is just the beginning. There's no depth to which they won't stoop.

Which leads to another problem…

- **Copyright, Authorship and Plagiarism**

Currently, ChatGPT has over 100 million users. That's a lot of people.

Now let's assume that just a hundred of them are marketers in the yoga niche and they're using ChatGPT to create content. (This is a very possible scenario.)

If they were to ask ChatGPT to generate an article, for example, "7 Yoga Tips for Beginners"…

… it would create 100 variations of the same article based on the data it has.

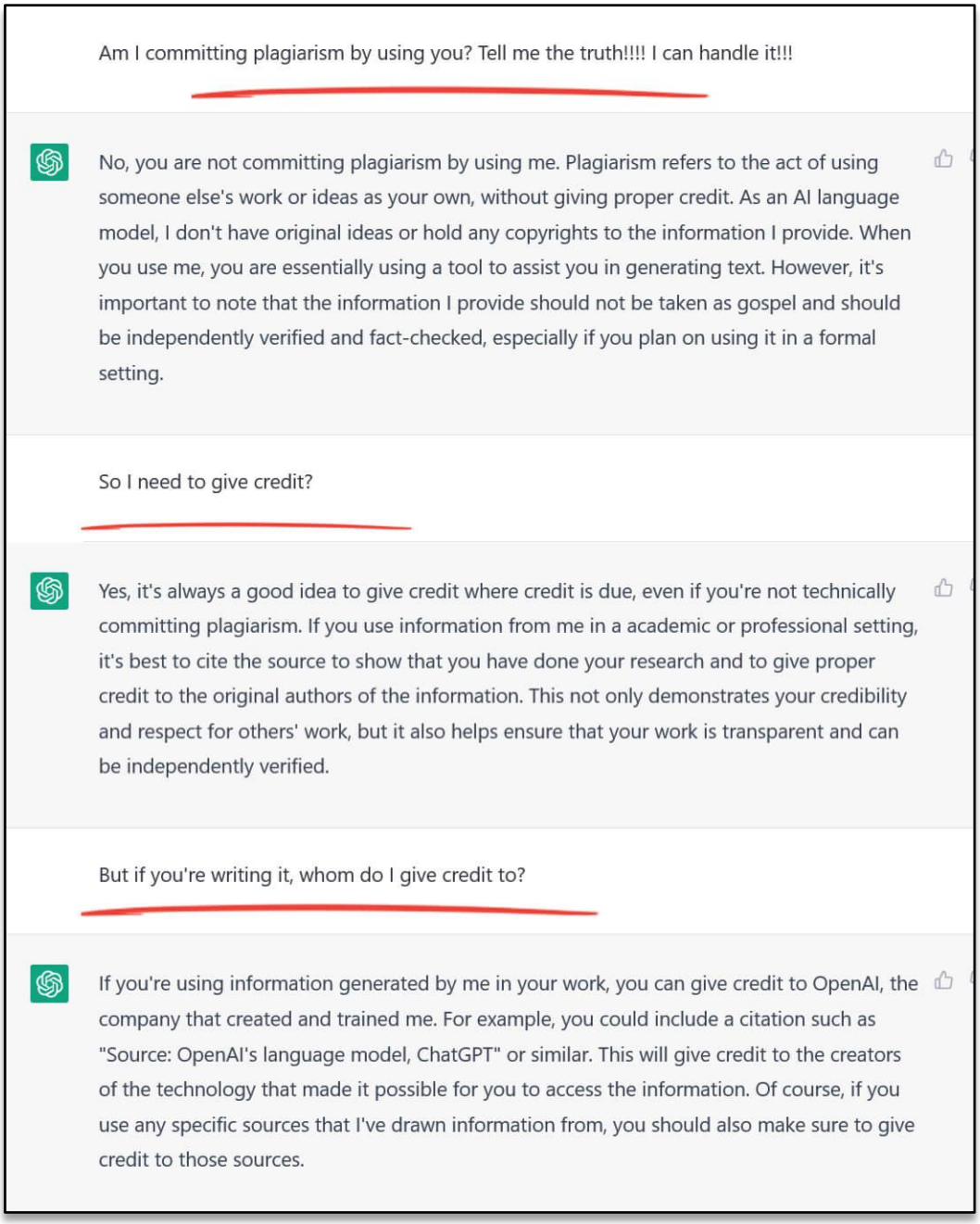
Now we have to wonder…

- *Who owns the copyright to this content?*
- *Who's plagiarising whom?*
- *If everyone sounds like everyone else, who's going to stand out?*

You don't even know where ChatGPT is pulling the content from.

You know what?

Let's ask ChatGPT if we're committing plagiarism here…



So basically, ChatGPT is telling you that you're not plagiarising… but it's not telling you where it got its information from.

And it's advising you to give it credit! (*Wow… that will definitely build your authority and impress your readers!)*

It's all murky, isn't it?

Exactly!

But there are 2 important points to note here…

1. ChatGPT is telling you that it's a text generator. **It is NOT a writer**. **You are the writer**.

2. It's telling you not to take its information as gospel. That's because as good as this tool is, it gets facts wrong sometimes.

• You don't know what the future holds…

There are already tools like Originality.ai which can detect AI-generated content.

So as marketers increasingly exploit AI tools to flood the internet with monotonous, repetitive content, you can bet Google will start clamping down on these sites.

It's just a matter of time before AI content is deemed 'unworthy'.

What will happen to your sites that have AI-content?

It's anyone's guess… but if history is any indicator, just like how sites which used spun content (and other methods to manipulate ranking in search results) got slapped harder than Chris Rock – the same just might happen with AI content.

So you must be wary.

• ChatGPT can ONLY give you what's already out there

Since the tool creates content based on its data set, it'll never think out of the box or come up with ideas that truly make you stand out.

It'll give you variations of the same thing it's giving anyone and everyone else.

The leaders in any industry are those who come up with new angles for existing ideas or create something that has never been seen before. ChatGPT cannot do that. It lacks creativity.

If you wish to make a name for yourself and stand above the noise, ChatGPT's content alone will not do it for you.

- **It lacks personality**

Let's be clear here…

ChatGPT is NOT like Arnold Schwarzenneger in Terminator 2 who can make people laugh with an *"Hasta la vista, babehh"* quote even if he's a robot.

AI-generated content has no humor or personality. While you could ask it to write lame jokes for you or model other authors, it'll still never get it totally right.

People come online for entertainment. Even if they're looking for information, they still want to be entertained. ChatGPT can't do that. Only you can.

Only you can weave in your experiences, thoughts, personality, wit and voice into your content.

This is the type of writing that will polarize your audience, hook them in by the eyeballs, and keep them reading till the last word.

You'll get fans and haters. Which is exactly what you want.

Attention is the currency online. Stand out and people will follow you. Now you have an audience.

If ChatGPT's content was what the unwashed masses wanted, people would be in libraries reading the dull textbooks there.

But no. They're on TikTok watching brain dead people doing dumb dances. *And marketers think people are going to read their boring ChatGPT content.*

PFFT! Not happening. You've got to be better than that, if you want your engagement and audience retention to be high.

This is why so many other marketers aren't too happy with ChatGPT.

They have an acute understanding of the online scene and predict that formulaic, insipid content will saturate the internet.

With the hordes of mindless marketers using ChatGPT, everyone's content will sound the same… and their writing will be duller than a dirty bowling ball.

But let's not throw the baby out with the bathwater! This AI tool can be highly useful… and when everyone is zigging, if we zag, we'll be fine.

Whatever the hell that means.

How to Harness the Power of ChatGPT Without Sabotaging Yourself!

Your key takeaway here:

ChatGPT is a means to an end, NOT an end in itself.

Most clueless souls will blindly copy and paste the generated text exactly as is.

Their desire for quick profits at the expense of quality writing will only come back to bite them in the ass later. Fast solutions usually come with slow problems.

You MUST be different.

Rewrite whenever possible. Inject your personality in the content. Make sure your facts are on point… and try your best NOT to copy and paste the generated text blindly.

In the following chapters, I've listed several ways you can use ChatGPT in your online marketing.

Despite all the cons mentioned earlier, this tool is a fantastic content assistant, if you use it with discernment.

With the masses using this tool wrongly, the bar will be so low that standing out will be easier than ever before.

And when some Google update comes along and wipes them out - **they'll realize that readability and writing proficiency are not the same thing**.

If you use ChatGPT wisely, you'll be unaffected and still be able to create content in record time.

A few points to note when using ChatGPT:

- The prompt you use will determine the results you get. Be concise and specific.
- Avoid asking for too many things in one prompt. Less is more.
- Using ChatGPT is akin to having a conversation. It remembers what you type in and can improve on the existing results, if you ask it to.
- It's a writing tool… not a calculator. Avoid asking it to write content with a specific word count. You could try… but it doesn't always get it right.
- ALWAYS fact-check ChatGPT's content.

Now I'll put ChatGPT through the wringer and see what it can do.

Take notice of the prompts I use and the results I get.

There are no right or wrong answers here. Just play around with it and be creative.

Always remember…

Artificial intelligence is no match for your intelligence.

I just hope you're not dumb.

Kidding! *… Hmm… people are so sensitive these days.*

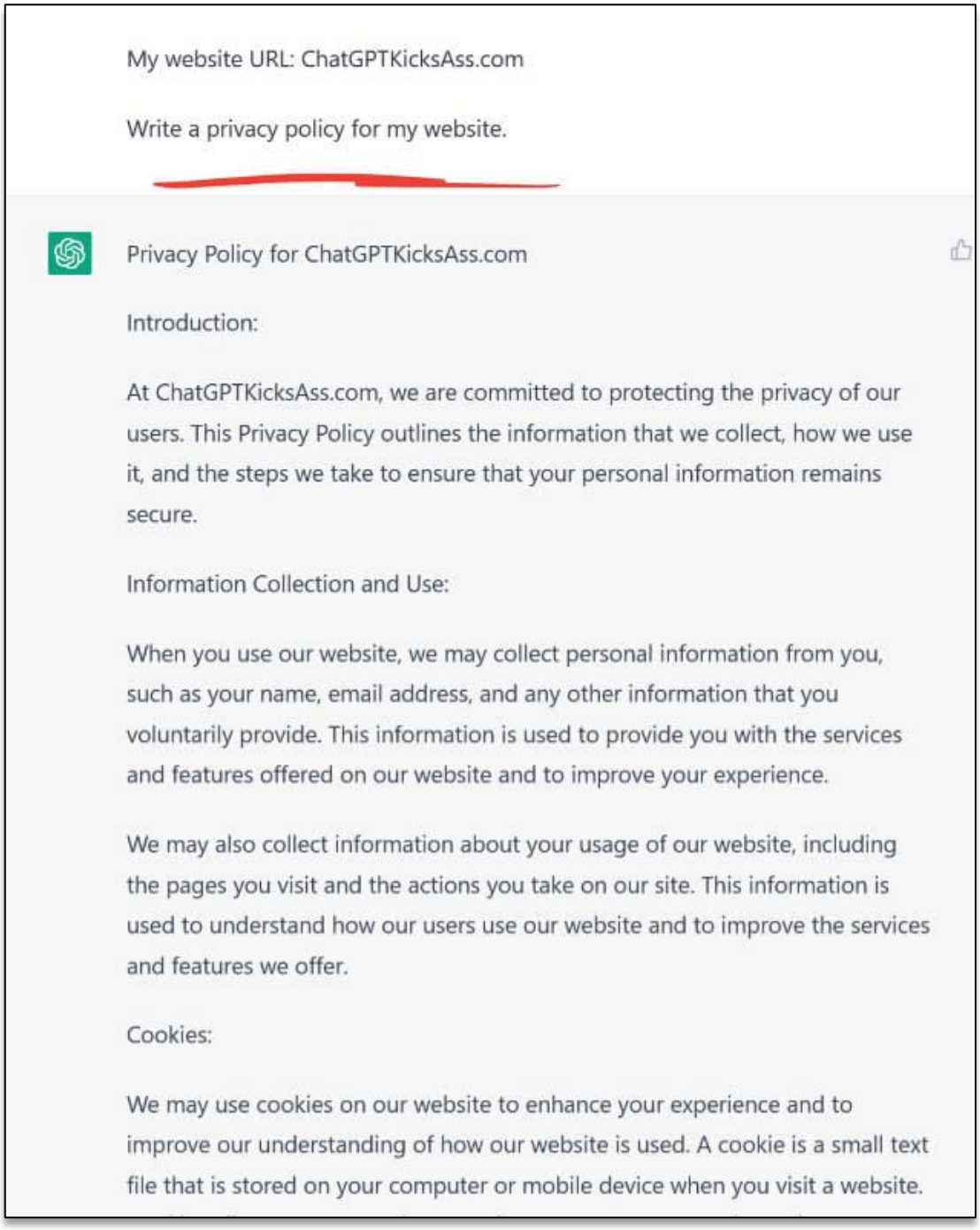
Let's get started!

(You can sign up for ChatGPT here.)

Create Legal Pages for Your Site

The days of using privacy policy plugins or sneakily looking for legal pages to ~~steal~~ model are long gone.

Just ask ChatGPT to write one for you. You can see the prompt I used below.



Saw that?

Easy peasy. You can generate privacy policies, affiliate disclaimers, copyright notices, and all the other legal pages.

Then it's just a matter of copying and pasting the generated content on your website.

There's no need to worry about plagiarism because most of these legal pages are generic and say the same thing in different words.

No one even really looks at these pages… well… other than the small group of anally retentive folks who try to find something wrong with everything.

But no one really cares about them.

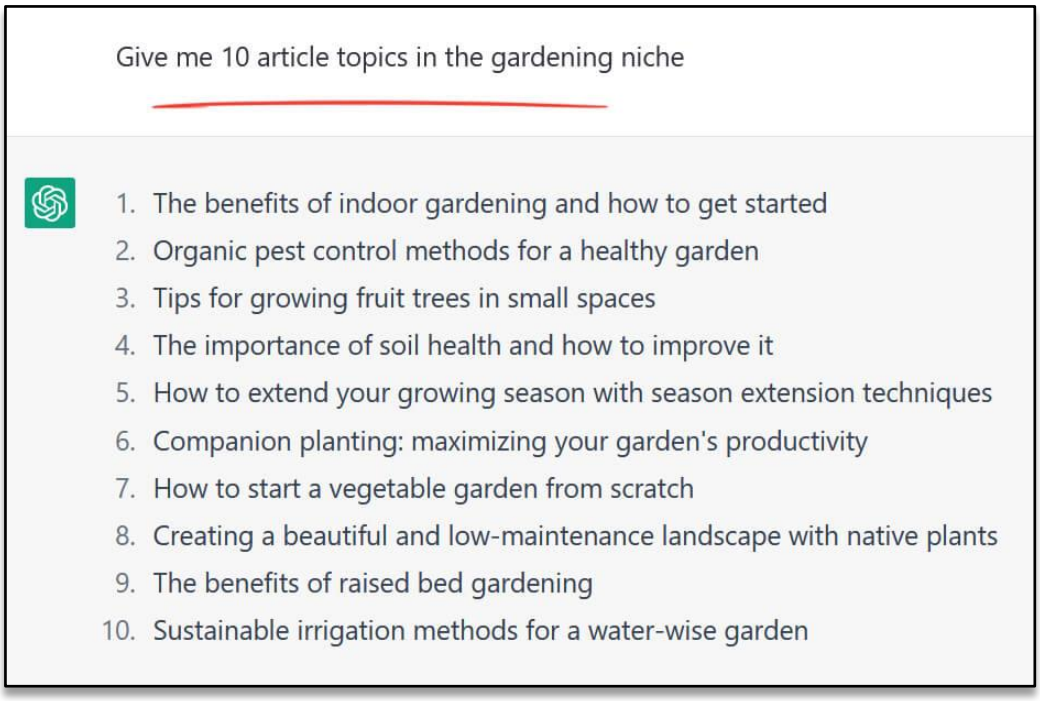
So, let's move on to the next method…

Generate Topics in Seconds!

If you've been blogging for a while, one of the biggest obstacles you'll face is trying to brainstorm topics for your blog.

While you could head over to Amazon and look at the 'Table of contents' for the different books there, it's easier to fire up ChatGPT and ask it to give you a bunch of topic ideas.

Let's assume my niche is gardening… this would be my prompt…

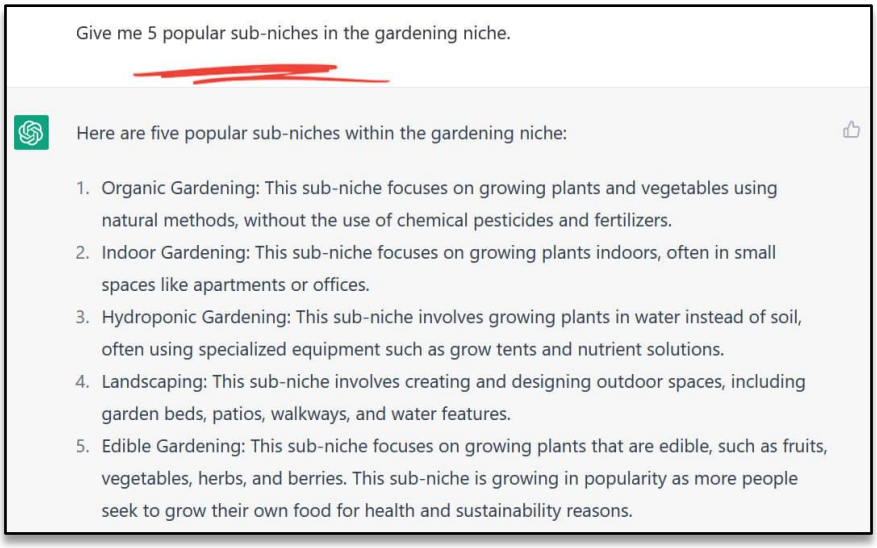


Now you have 10 topics to write about.

I want you to remember topics #1 and #4. We'll get back to them later!

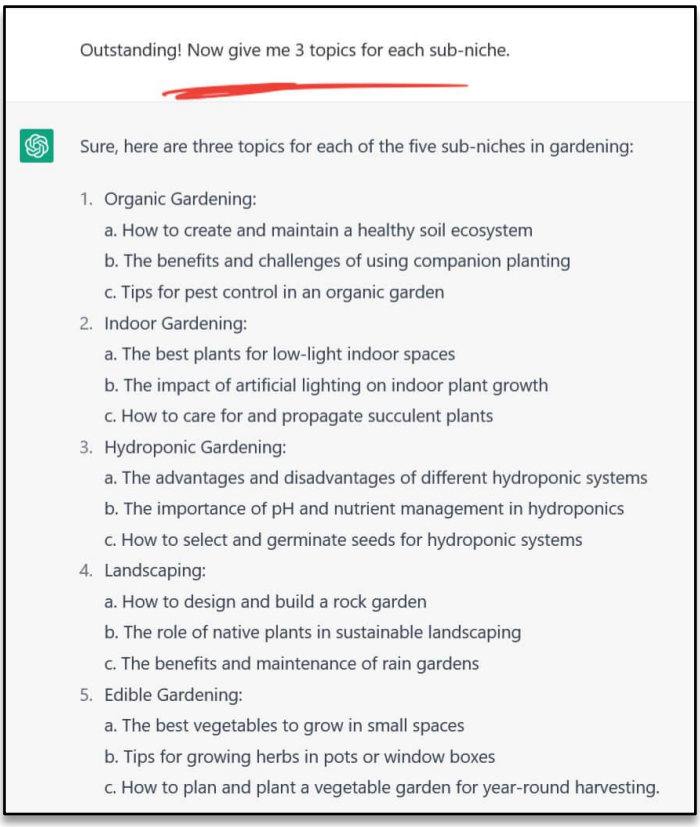
You could even ask ChatGPT to give you a list of sub-niches for your niche. These could be the categories on your site.

Let's try it out!



Now you have 5 sub-niches you can cover. *But that's not all!*

Remember… this is a conversation you're having with ChatGPT. You can ask for more based on what you just told it. Let's ask it for 3 topics for each of the sub-niches.



With ChatGPT, you can discover thousands of topics related to your niche that you'd have never even thought of.

These topics could be for blog posts, YouTube videos, PLR articles and so much more.

But topics alone aren't enough. You need titles for your articles and you'll need to research the topic before creating the content.

So, being the hardworking souls we are, let's ask our new friend, Chatty, to do the heavy lifting for us in the next chapter. *Yes, I'm calling it Chatty from now on.*

Keep reading…

Title Creation and Topic Research

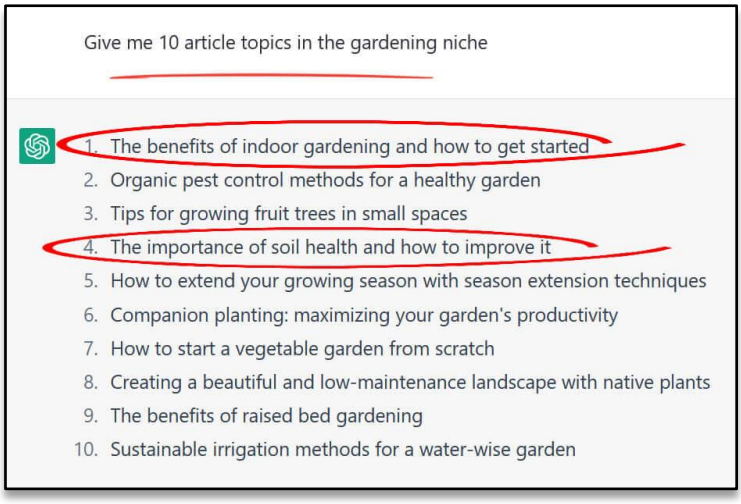
If you remember, I told you in the previous chapter to remember 2 topics.

Go on… admit it. *You ready forgot, didn't you?*

Of course, you did. ***You reaallllly need ChatGPT!***

Title Creation

Anyway, I generated 10 article titles earlier… and I'm selecting topics #1 and #4.



Now I'm going to combine both topics to create 1 article on the benefits of indoor gardening and how to improve soil health.

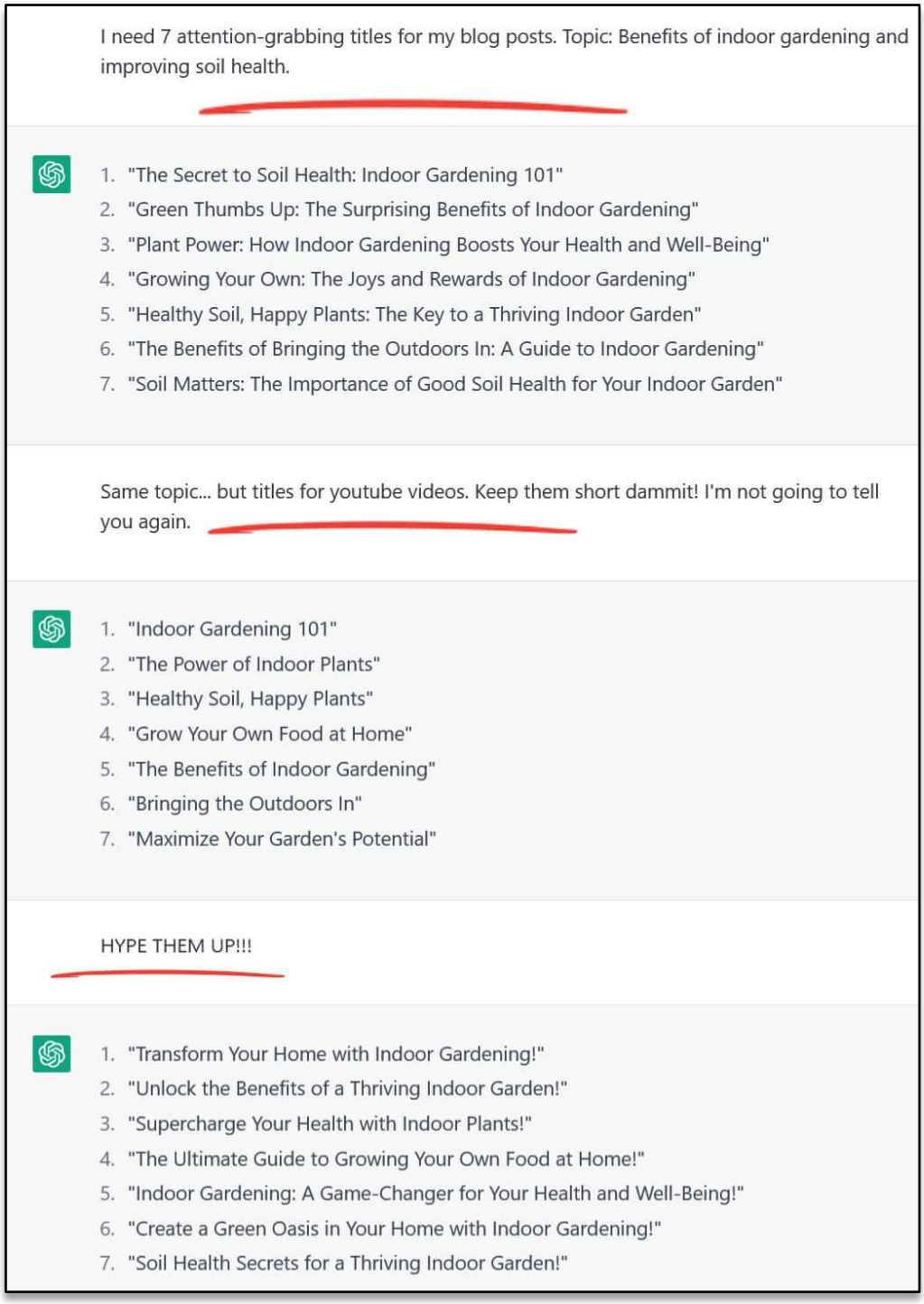
In the next image, you'll see me having a pleasant conversation with ChatGPT.

- First, I'll ask it for 7 attention-grabbing titles for my blog posts.
- Then I'll ask it to create titles for YouTube videos.
- Once ChatGPT gives me these titles… I ask it to **'Hype them up'** … and I'm being a bit demanding, just to show some dominance.

ChatGPT needs to know who's boss here.

It's crucial that you understand how the conversation works. To get the best out of ChatGPT, you may need to keep giving it instructions to fine tune your results.

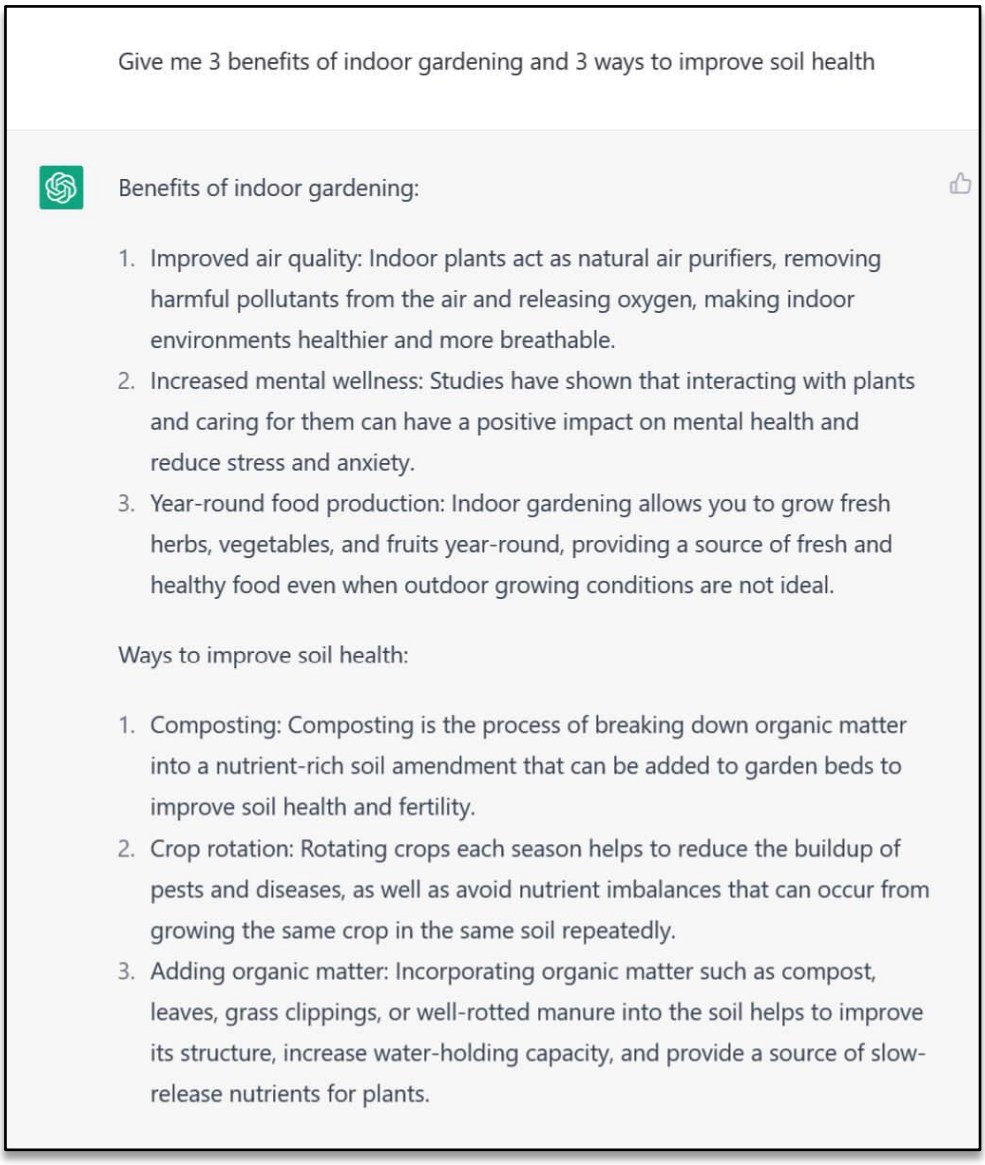
So pay attention to the conversation below.



Topic Research

Now that you know how to create titles, it's time to ask ChatGPT to do some topic research for you.

In this example, I'll be creating an article on indoor gardening and soil health. So, I'll ask ChatGPT to dig up a few points for me.



Voila! A bunch of done-for-you research. *But don't rush off to copy and paste it!*

Let me reiterate this – **ALWAYS fact check ChatGPT's research**.

Now that we've a list of topics, titles, and research – it's time for article creation…

Article Creation

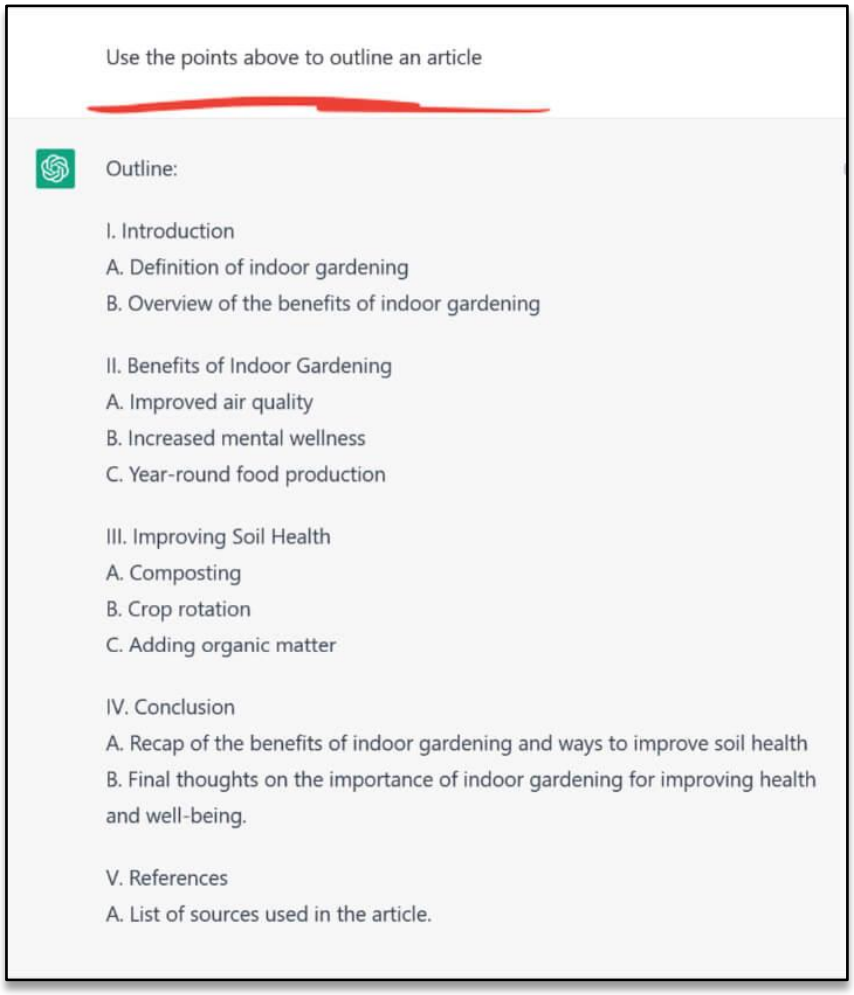
This topic is probably the most contentious issue when it comes to the ChatGPT debate. At the risk of sounding like a parrot sitting on a broken record, I'll say this AGAIN, "AVOID copying and paste entire ChatGPT articles" on your site.

Use the tool to AID in content creation… BUT make sure you do most of the writing yourself. Now let's get started.

So where were we?

Ah yes… the gardening article. We've already asked ChatGPT to give us 3 points for both the benefits of indoor gardening and improving soil health.

The next thing we'll do is ask ChatGPT to create an outline for the article so that you have a guide to follow instead of being all over the place. Once again, remember that ChatGPT is a conversation. Just ask it to use the points above to outline an article.



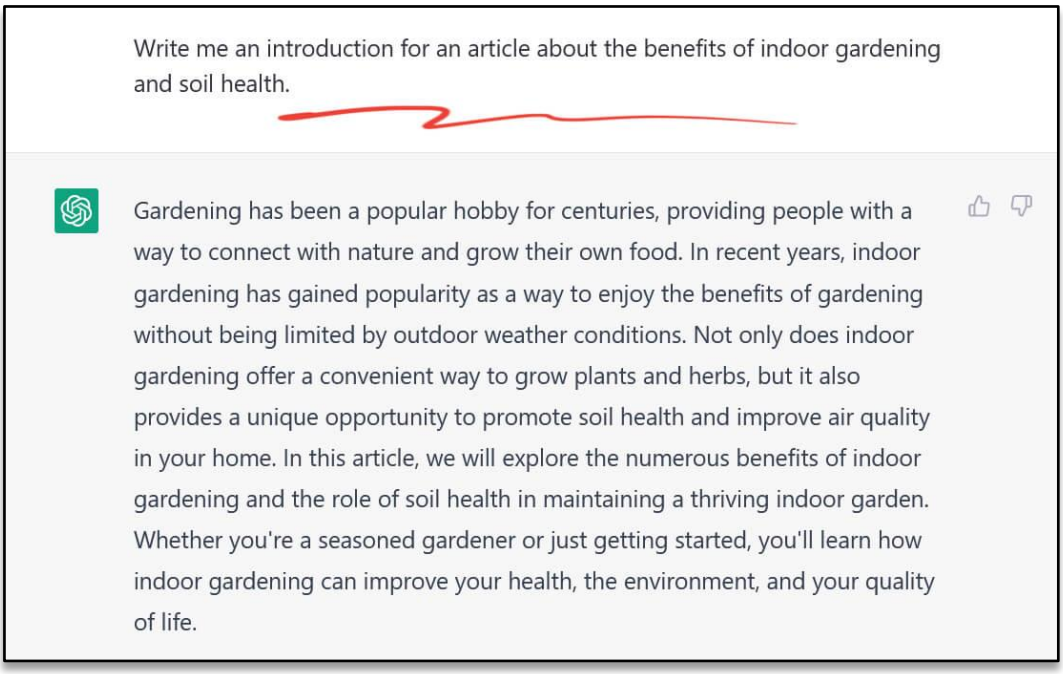
Now that you have all the necessary ‘components’ for an article, it’s just a matter of using:

- One of the titles ChatGPT provided you
- The GPT research that you’ve fact-checked
- And start writing your own article based on the outline ChatGPT created for you

Even though we’ve saved a ton of time by shortcutting the writing process, some people may still find it hard to write from scratch. *A blank page can be intimidating.*

But worry not. We’ll use ChatGPT to get the ball rolling.

Let’s ask it to generate an introduction for the article…

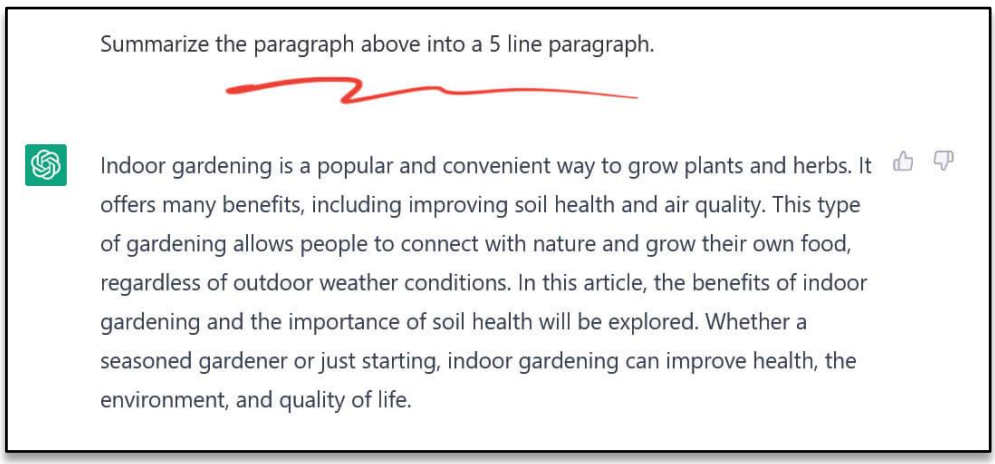


I don't know about you… but that's a long-winded intro. We live in a world where people won't even wait 2 seconds before scrolling past a TikTok video.

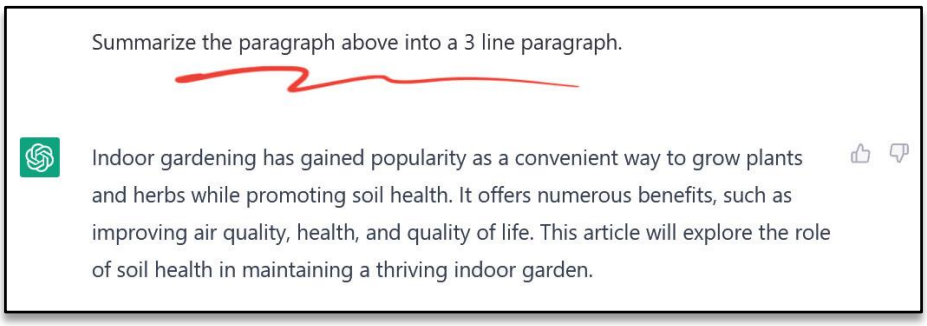
You definitely can't expect them to sit through ChatGPT's introduction… *yaaaawn!*

If you can say something in two words, never use three – unless it's to entertain or engage the reader.

Time to ask Grandpa Chatty to shorten the introduction. I'll ask it to summarize the article into 5 lines.



That's ok… but still too long. Looks like it's more than 5 lines too. Never mind. Let's ask for a 3-line summary.



(I keep saying 'above' in my prompt because it's an ongoing conversation in ChatGPT. I've cropped the screenshots here to make them easier for you.)

Excellent! So we have a short introduction that gives the gist of the article. Now you have a starting point to write your own introduction.

In this case, I'd probably write an introduction like the one below…

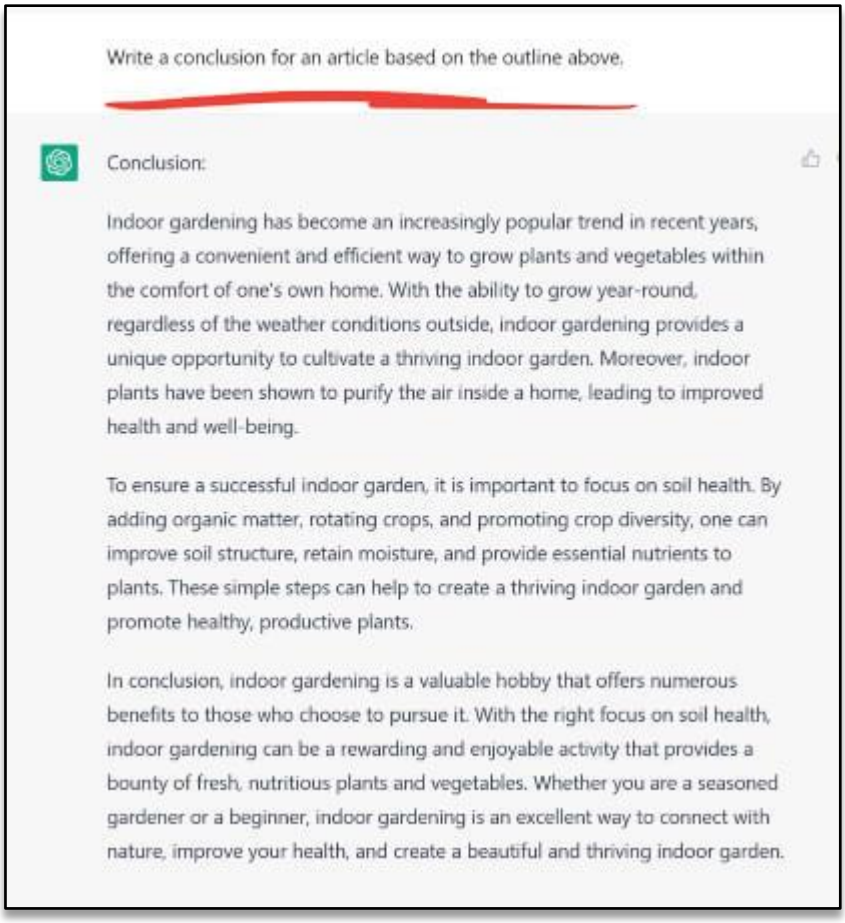
> *What? You love gardening but you don't have an outdoor garden?*
>
> Worry not. Indoor gardening has your name written all over it.
>
> You can still enjoy health benefits, better air quality in your home and a joyful sense of purpose when you see your indoor plants and vegetables growing and thriving.
>
> Now, let's see how you can maintain good soil health so that your indoor garden has healthy, flourishing plants and produce – instead of looking like a barren desert!

It's longer than ChatGPT's summary… BUT by asking a question, I'll probably hook the reader and reel them in. You'll notice that I've woven in the key points provided by ChatGPT into my intro.

That's how you do it. I'll bet every cent I have that no other ChatGPT user who tries to generate an article on the same topic will have the same/similar intro as me.

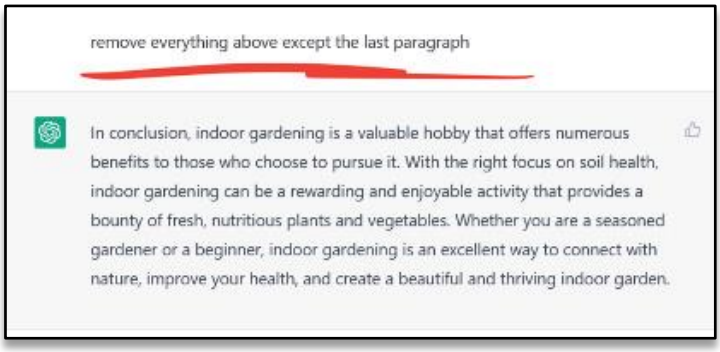
If you can create an introduction… you can create a conclusion too.

I'll ask Chatty to create a conclusion for me.



Oh look. Chatty got carried away... AGAIN! *Well, I'm having none of that!*

I'll ask it to remove everything above except the last paragraph… and now we have a decent conclusion.



Getting the best out of ChatGPT is just a matter of playing around with it and giving it the right instructions or asking it the right questions.

Don't worry, it won't get mad at you. *It's an AI tool… not your spouse.*

Being unique and adding personality to your content while leveraging the power of ChatGPT's AI will put your content creation on steroids… and people will still enjoy reading what you write.

Besides creating content, ChatGPT can be a free alternative to Grammarly.

Wait, what?

Yes, you read me right… read on.

Check Your Spelling, Punctuation and Grammer

You thought you caught a mistake above, didn't you?

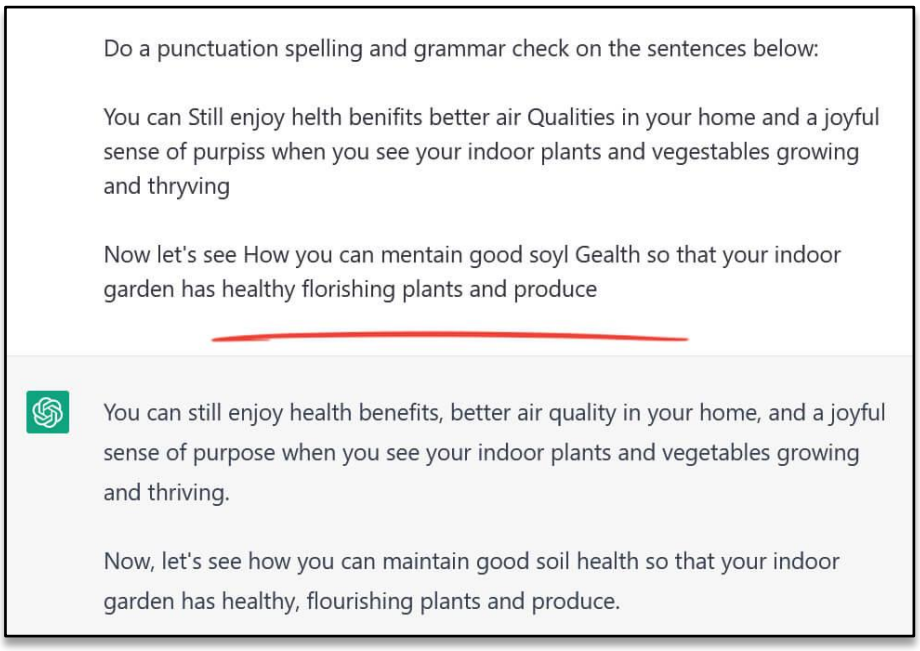
Wrong. I **intentionally** spelled grammer wrongly.

Oh look, I did it again.

And now, I'll intentionally add a few mistakes to my introduction just to show you how ChatGPT can be used to correct those pesky writing/typo errors.

In the example below, I typed out the prompt in a text file, then pasted the introduction below it – and finally copied and pasted the entire thing into ChatGPT.

I just find it easier and neater to do it this way.



This basically means that you can post your entire article into ChatGPT and let it run a check for you. That's excellent!

No longer will people make mistakes with words such as 'loose and lose' and the multitude of unwashed masses will not have to figure out if it's 'there, their or they're'.

May basic writing proficiency rule the interwebs!

And on to the NEXT METHOD…

Data Extraction and Target Audiences

Data Extraction

I don't even know if this is called data extraction… but I'll use this term anyway.

Just because it sounds cool… and unlike ChatGPT, I'm not restricted by data sets. I don't even know what 'data sets' means, but that sounds cool too.

Sometimes, you may come across boring, long-winded and complex chunks of text that you don't understand.

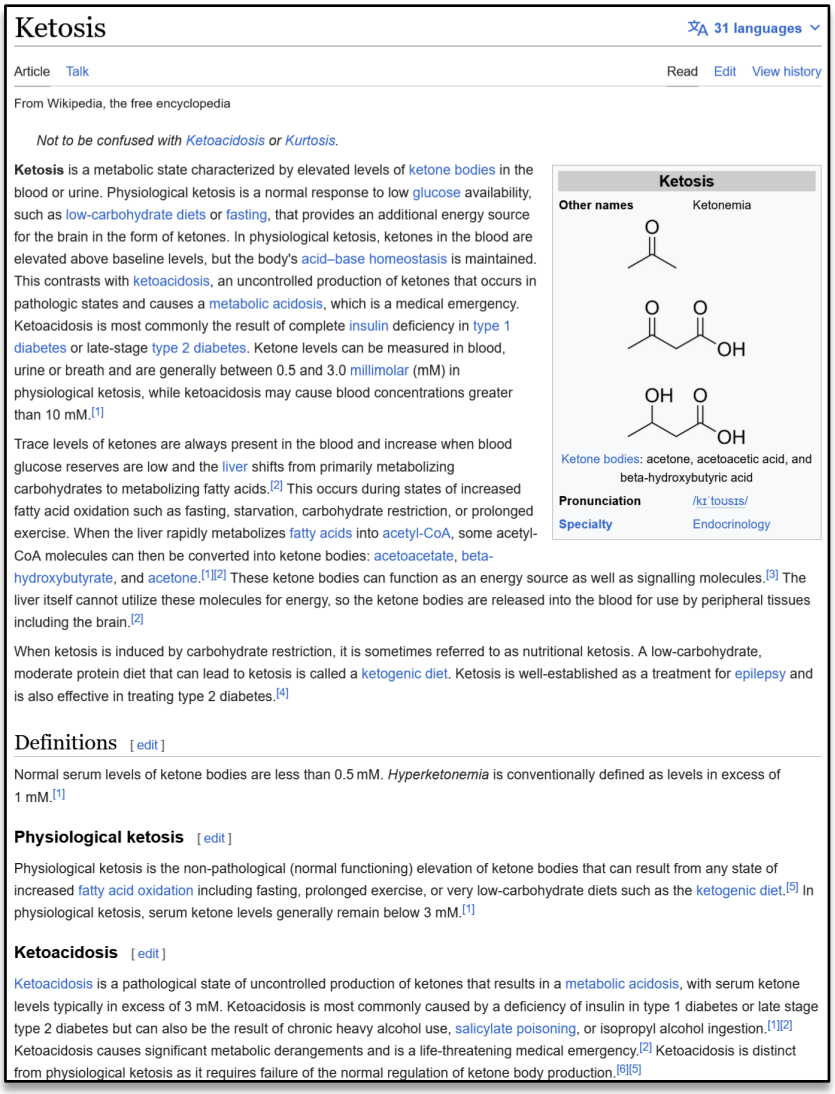
Actually, in most cases, I can't be bothered to wade through all that text when there are new episodes of The Blacklist (Season 962) to watch.

What I want is the Cliff Notes version – concise, simple and to the point.

Good news! ChatGPT can do that too.

Let's assume we want to write an article about 'Ketosis'.

If we searched for the Wikipedia explanation, this is what your unsuspecting brain will be assaulted with…



Ketosis

31 languages

Article Talk Read Edit View history

From Wikipedia, the free encyclopedia

Not to be confused with Ketoacidosis or Kurtosis.

Ketosis is a metabolic state characterized by elevated levels of ketone bodies in the blood or urine. Physiological ketosis is a normal response to low glucose availability, such as low-carbohydrate diets or fasting, that provides an additional energy source for the brain in the form of ketones. In physiological ketosis, ketones in the blood are elevated above baseline levels, but the body's acid–base homeostasis is maintained. This contrasts with ketoacidosis, an uncontrolled production of ketones that occurs in pathologic states and causes a metabolic acidosis, which is a medical emergency. Ketoacidosis is most commonly the result of complete insulin deficiency in type 1 diabetes or late-stage type 2 diabetes. Ketone levels can be measured in blood, urine or breath and are generally between 0.5 and 3.0 millimolar (mM) in physiological ketosis, while ketoacidosis may cause blood concentrations greater than 10 mM.[1]

Ketosis

Other names Ketonemia

Ketone bodies: acetone, acetoacetic acid, and beta-hydroxybutyric acid

Pronunciation /kɪˈtoʊsɪs/

Specialty Endocrinology

Trace levels of ketones are always present in the blood and increase when blood glucose reserves are low and the liver shifts from primarily metabolizing carbohydrates to metabolizing fatty acids.[2] This occurs during states of increased fatty acid oxidation such as fasting, starvation, carbohydrate restriction, or prolonged exercise. When the liver rapidly metabolizes fatty acids into acetyl-CoA, some acetyl-CoA molecules can then be converted into ketone bodies: acetoacetate, beta-hydroxybutyrate, and acetone.[1][2] These ketone bodies can function as an energy source as well as signalling molecules.[3] The liver itself cannot utilize these molecules for energy, so the ketone bodies are released into the blood for use by peripheral tissues including the brain.[2]

When ketosis is induced by carbohydrate restriction, it is sometimes referred to as nutritional ketosis. A low-carbohydrate, moderate protein diet that can lead to ketosis is called a ketogenic diet. Ketosis is well-established as a treatment for epilepsy and is also effective in treating type 2 diabetes.[4]

Definitions [edit]

Normal serum levels of ketone bodies are less than 0.5 mM. *Hyperketonemia* is conventionally defined as levels in excess of 1 mM.[1]

Physiological ketosis [edit]

Physiological ketosis is the non-pathological (normal functioning) elevation of ketone bodies that can result from any state of increased fatty acid oxidation including fasting, prolonged exercise, or very low-carbohydrate diets such as the ketogenic diet.[5] In physiological ketosis, serum ketone levels generally remain below 3 mM.[1]

Ketoacidosis [edit]

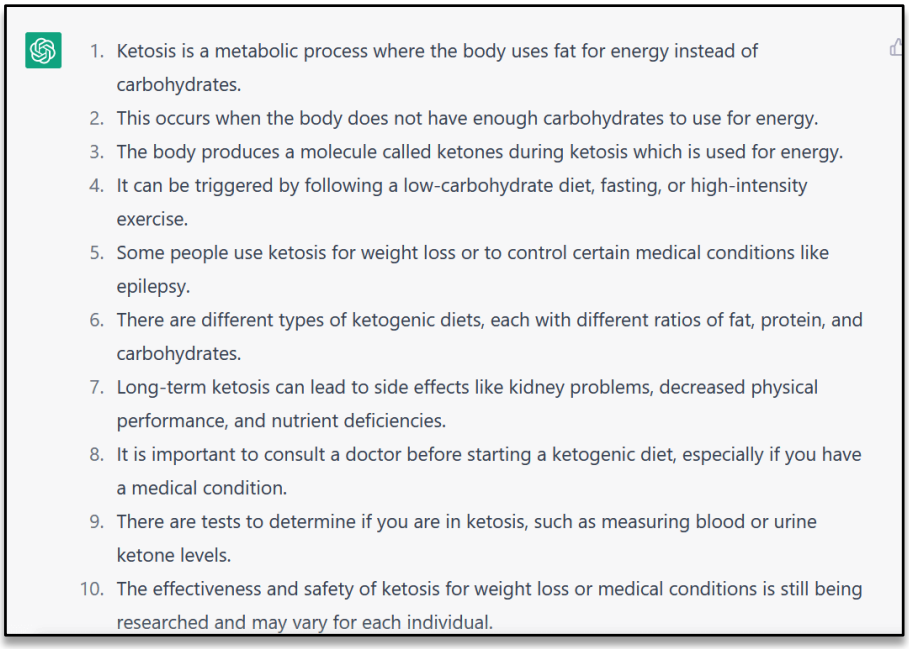
Ketoacidosis is a pathological state of uncontrolled production of ketones that results in a metabolic acidosis, with serum ketone levels typically in excess of 3 mM. Ketoacidosis is most commonly caused by a deficiency of insulin in type 1 diabetes or late stage type 2 diabetes but can also be the result of chronic heavy alcohol use, salicylate poisoning, or isopropyl alcohol ingestion.[1][2] Ketoacidosis causes significant metabolic derangements and is a life-threatening medical emergency.[2] Ketoacidosis is distinct from physiological ketosis as it requires failure of the normal regulation of ketone body production.[6][5]

Look at that massive wall of text! *It's so tedious and mind-numbing, it could put a can of Red Bull to sleep!*

Ain't nobody got time to read all of that. So, what we'll do is create a prompt like this… and let our friend, Chatty, deal with it.

> Give me 10 key points from the article at this URL: https://en.wikipedia.org/wiki/Ketosis
>
> Point format. And simplify it like I'm a 5th grader.

You're not going to believe this, but even ChatGPT was a bit slow when it came to digesting and extracting the data. Imagine that! **Let's look at the results…**

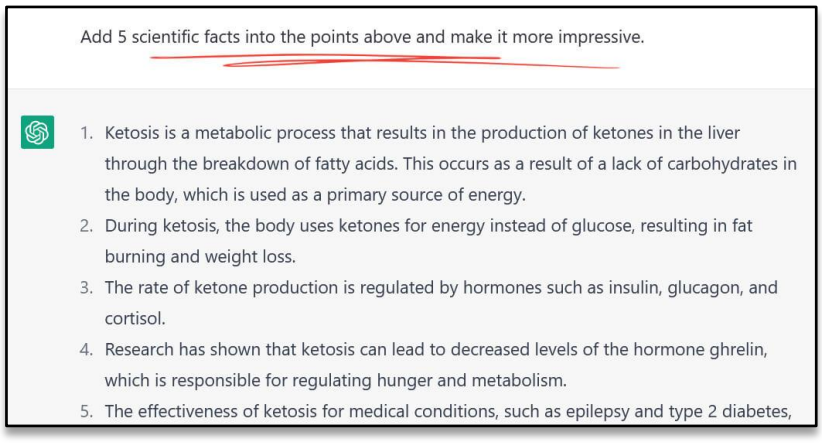


1. Ketosis is a metabolic process where the body uses fat for energy instead of carbohydrates.
2. This occurs when the body does not have enough carbohydrates to use for energy.
3. The body produces a molecule called ketones during ketosis which is used for energy.
4. It can be triggered by following a low-carbohydrate diet, fasting, or high-intensity exercise.
5. Some people use ketosis for weight loss or to control certain medical conditions like epilepsy.
6. There are different types of ketogenic diets, each with different ratios of fat, protein, and carbohydrates.
7. Long-term ketosis can lead to side effects like kidney problems, decreased physical performance, and nutrient deficiencies.
8. It is important to consult a doctor before starting a ketogenic diet, especially if you have a medical condition.
9. There are tests to determine if you are in ketosis, such as measuring blood or urine ketone levels.
10. The effectiveness and safety of ketosis for weight loss or medical conditions is still being researched and may vary for each individual.

Saw that?

All neatly laid out for you in a simple, easy-to-understand point format.

Writing about ketosis will be much easier now. If you wish to squeeze in a few scientific facts, you can ask ChatGPT to do that too.



Add 5 scientific facts into the points above and make it more impressive.

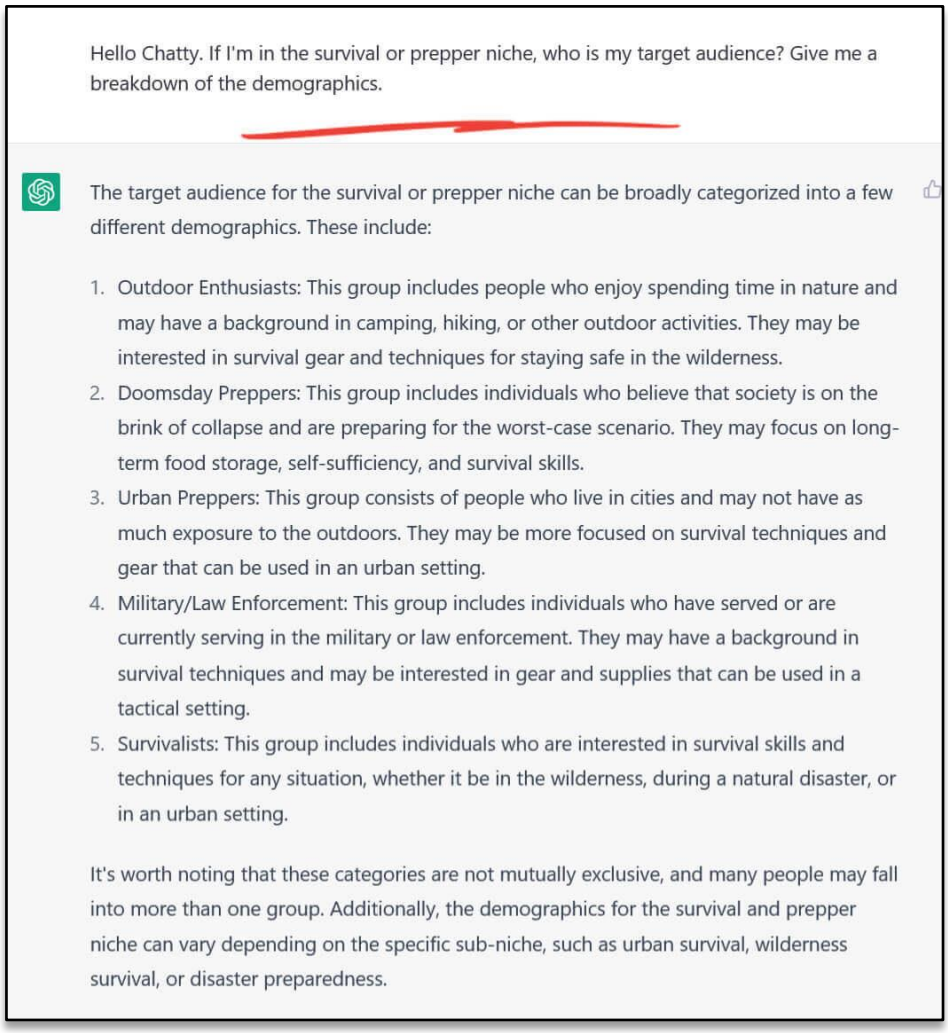
1. Ketosis is a metabolic process that results in the production of ketones in the liver through the breakdown of fatty acids. This occurs as a result of a lack of carbohydrates in the body, which is used as a primary source of energy.
2. During ketosis, the body uses ketones for energy instead of glucose, resulting in fat burning and weight loss.
3. The rate of ketone production is regulated by hormones such as insulin, glucagon, and cortisol.
4. Research has shown that ketosis can lead to decreased levels of the hormone ghrelin, which is responsible for regulating hunger and metabolism.
5. The effectiveness of ketosis for medical conditions, such as epilepsy and type 2 diabetes,

From here, it's just a matter of weaving the facts with the points and creating your own article. Once again, remember to fact check ChatGPT's points.

Target Audiences

Knowing who you're writing for is crucial when deciding on the voice and tone in your writing.

For example, if you're in the prepper niche, do you know who your target audience is? – *Let's ask Chatty!*



Hello Chatty. If I'm in the survival or prepper niche, who is my target audience? Give me a breakdown of the demographics.

The target audience for the survival or prepper niche can be broadly categorized into a few different demographics. These include:

1. Outdoor Enthusiasts: This group includes people who enjoy spending time in nature and may have a background in camping, hiking, or other outdoor activities. They may be interested in survival gear and techniques for staying safe in the wilderness.
2. Doomsday Preppers: This group includes individuals who believe that society is on the brink of collapse and are preparing for the worst-case scenario. They may focus on long-term food storage, self-sufficiency, and survival skills.
3. Urban Preppers: This group consists of people who live in cities and may not have as much exposure to the outdoors. They may be more focused on survival techniques and gear that can be used in an urban setting.
4. Military/Law Enforcement: This group includes individuals who have served or are currently serving in the military or law enforcement. They may have a background in survival techniques and may be interested in gear and supplies that can be used in a tactical setting.
5. Survivalists: This group includes individuals who are interested in survival skills and techniques for any situation, whether it be in the wilderness, during a natural disaster, or in an urban setting.

It's worth noting that these categories are not mutually exclusive, and many people may fall into more than one group. Additionally, the demographics for the survival and prepper niche can vary depending on the specific sub-niche, such as urban survival, wilderness survival, or disaster preparedness.

Just based on the audience, I immediately know that my content will need to be accurate, hard-hitting, pragmatic, and brutally honest.

Trying to be 'woke' and writing about gun control and other liberal issues will only alienate my target audience. The tone in the content will need to be more masculine and 'matter of fact.'

Your content must not only be factual, but also useful in an emergency or crisis. This is a serious niche with people serious about being prepared.

You can't half-ass it, or your audience just might end up like the guy in the meme below.

Now that you know what the audience is looking for… make sure you give the people what they want. This is the key to building authority and an audience that trusts you.

Carry on reading…

Using ChatGPT with PLR Content

PLR content, also known as private label rights content, is usually written by humans and you get the rights to use the content as your own.

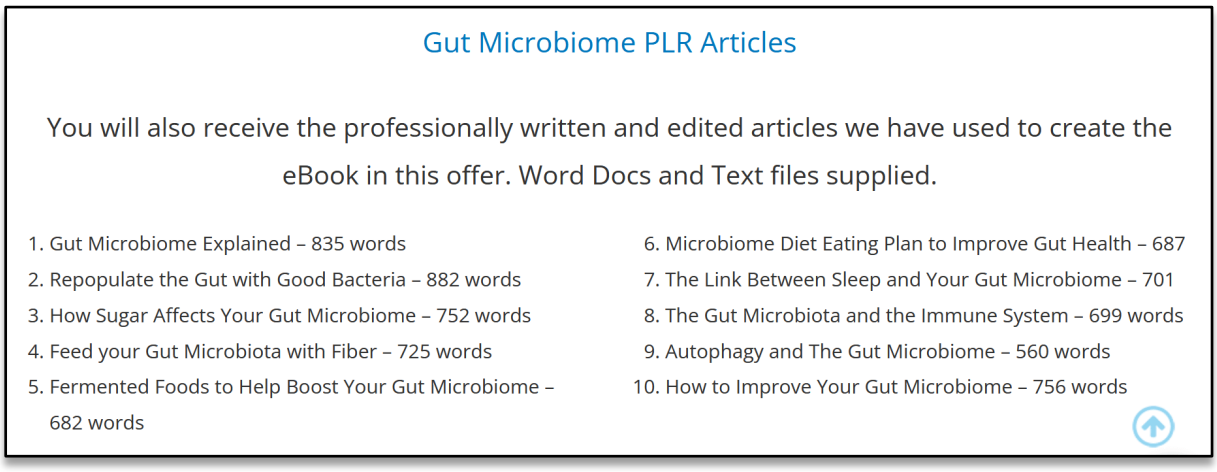
If you're purchasing PLR from a reputable seller, the content will be well-written. However, one downside here is that everyone else who bought the same PLR as you, will have the same content as you.

To differentiate yourself from the rest and stand above the noise, you'll need to personalize your content.

Rewriting PLR Titles

The first step will be to write new titles for your PLR articles. You already know what's coming next… yes. *Time to wake up Chatty!*

This is a screenshot of a bunch of titles from a pack of 'Gut Microbiome' PLR articles sold by one of the best health PLR vendors around – MasterPLR.


Gut Microbiome PLR Articles

You will also receive the professionally written and edited articles we have used to create the eBook in this offer. Word Docs and Text files supplied.

1. Gut Microbiome Explained – 835 words
2. Repopulate the Gut with Good Bacteria – 882 words
3. How Sugar Affects Your Gut Microbiome – 752 words
4. Feed your Gut Microbiota with Fiber – 725 words
5. Fermented Foods to Help Boost Your Gut Microbiome – 682 words
6. Microbiome Diet Eating Plan to Improve Gut Health – 687
7. The Link Between Sleep and Your Gut Microbiome – 701
8. The Gut Microbiota and the Immune System – 699 words
9. Autophagy and The Gut Microbiome – 560 words
10. How to Improve Your Gut Microbiome – 756 words

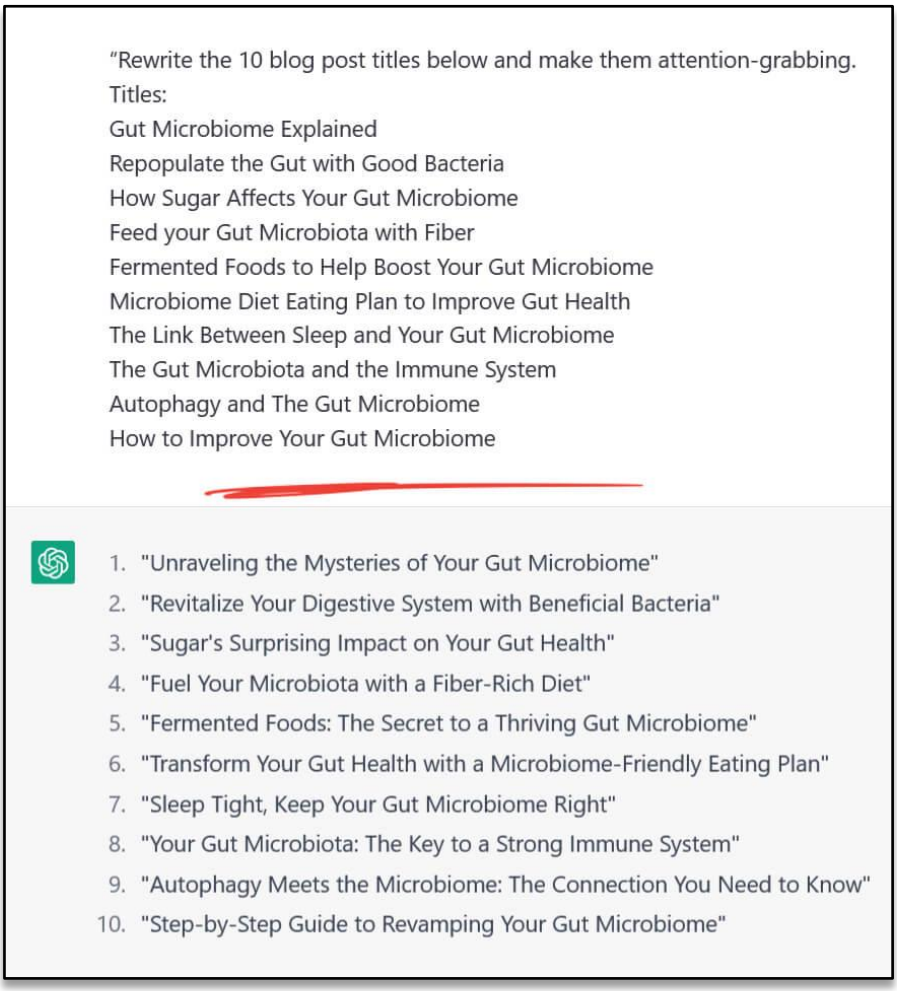
While these titles are good, guess what?

Most of the people who buy the pack will use the titles exactly as they are. *You gotta be different!*

To do that, you'll create a prompt like this…

“Rewrite the 10 blog post titles below and make them attention-grabbing.

You’d then copy and paste the titles below the prompt. (See image below)



ChatGPT has rewritten every single title for you. You can keep what you like and discard what you don’t. You can alway ‘regenerate’ new titles until you find those you like.

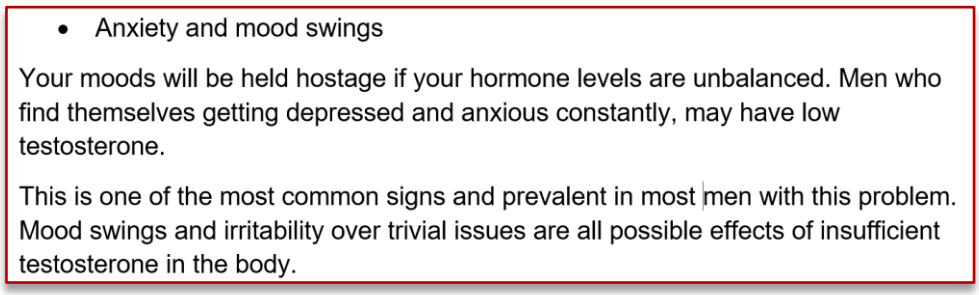
Sometimes, you can use your own creativity to mix and match titles to create ones that you feel are best. Don’t fall into the trap of only relying on ChatGPT.

Rephrasing PLR Content

As mentioned earlier, one disadvantage of using PLR is that the content will usually not be unique because others have the same content too.

One way to get around this issue will be to ask ChatGPT to rephrase the content for you. Of course, you'll want to take a sensible approach here and do it in smaller chunks so things don't go haywire.

For this example, I have a PLR article with these 2 paragraphs.

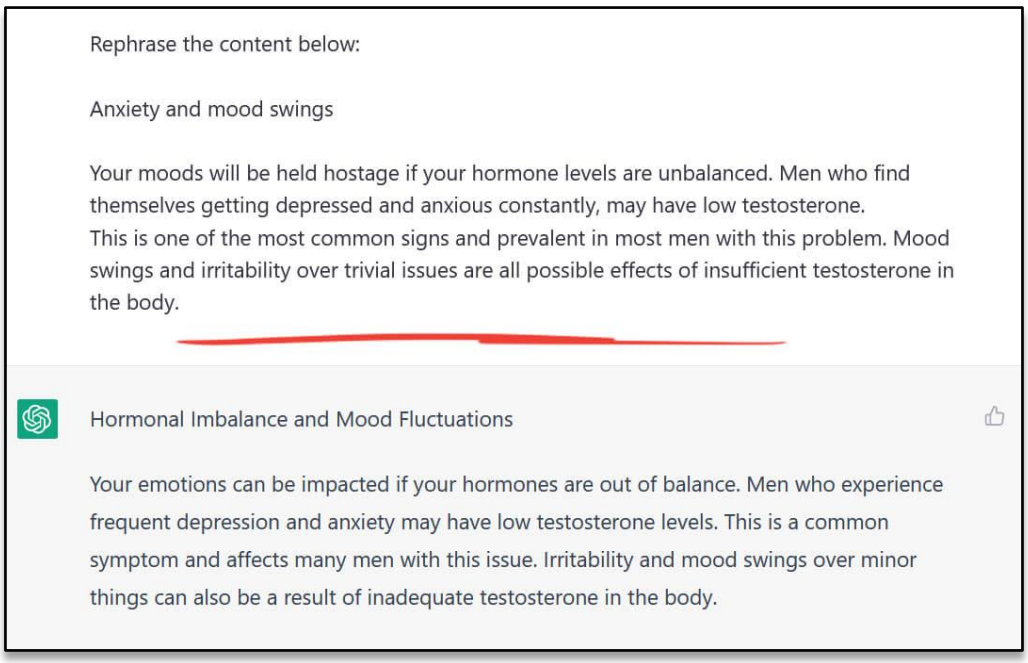


- Anxiety and mood swings

Your moods will be held hostage if your hormone levels are unbalanced. Men who find themselves getting depressed and anxious constantly, may have low testosterone.

This is one of the most common signs and prevalent in most men with this problem. Mood swings and irritability over trivial issues are all possible effects of insufficient testosterone in the body.

To make this PLR content unique, I'll just ask ChatGPT to **rephrase it**.



Rephrase the content below:

Anxiety and mood swings

Your moods will be held hostage if your hormone levels are unbalanced. Men who find themselves getting depressed and anxious constantly, may have low testosterone.
This is one of the most common signs and prevalent in most men with this problem. Mood swings and irritability over trivial issues are all possible effects of insufficient testosterone in the body.

Hormonal Imbalance and Mood Fluctuations

Your emotions can be impacted if your hormones are out of balance. Men who experience frequent depression and anxiety may have low testosterone levels. This is a common symptom and affects many men with this issue. Irritability and mood swings over minor things can also be a result of inadequate testosterone in the body.

Now you have new, unique content derived from your PLR content. If you're using small chunks of AI-content scattered throughout your article, it'll probably be fine.

Not only will your PLR be unique, but the entire thing won't be a piece of generated text. Ultimately, only you can decide if you want to use the rephrased content as it is… or rewrite it a bit. It's up to you.

There's still one more ChatGPT tip for PLR...

But I'll cover this in the next chapter.

What are you waiting for?

I'll see you on the next page…

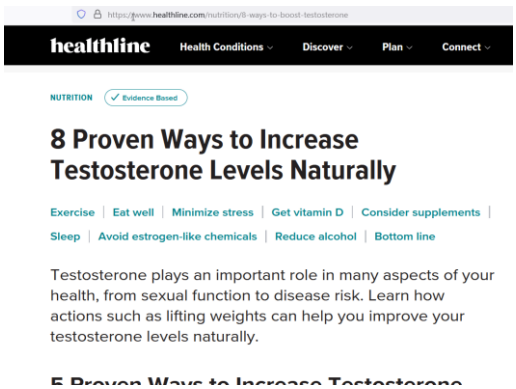
Keyword Research with ChatGPT

Keyword research tools such as Ahrefs and SEMrush can be pricey for the beginner marketer. If you're on a tight budget, ChatGPT can help you discover root words and LSI keywords.

Let's assume we're in the testosterone niche (this is a red HOT niche these days!), and our root keyword is 'increase testosterone tips'.

A quick search on Google will show these 2 sites at the top of the search results…

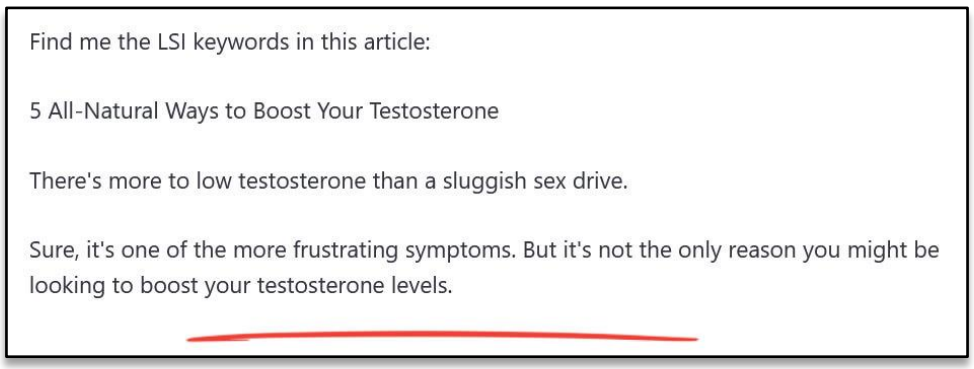
Site #1



Site #2

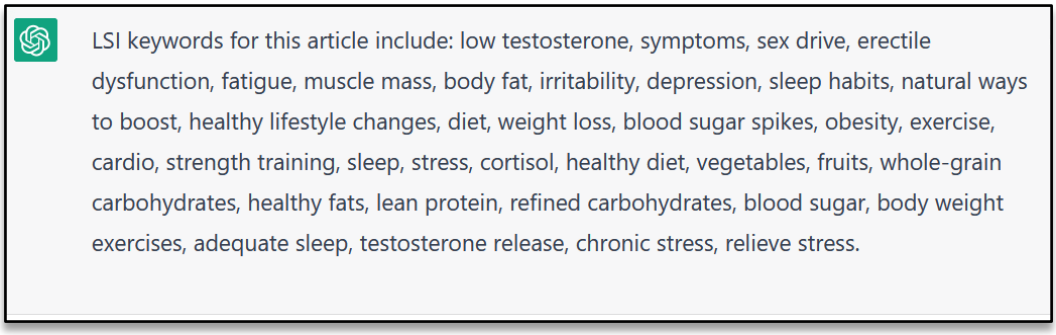
To find the LSI (Latent Semantic Index) keyword used on the page for site #1, I'll use this prompt… "Find me the LSI keywords in this article:"

Then paste copy and paste the content from the page under your prompt.



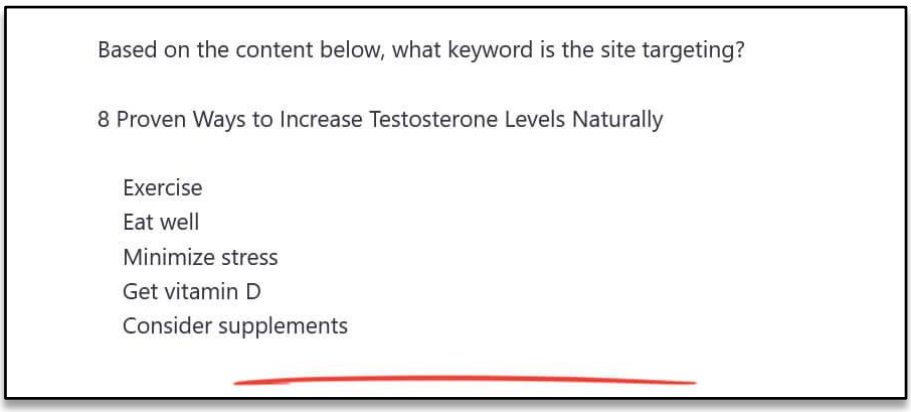
Do note: I've cropped the image above. The full article is below the prompt in ChatGPT.

Here are the results…



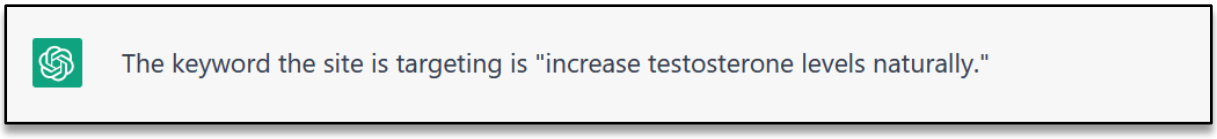
We can also ask ChatGPT what keyword a page is targeting.

Let's try it with site #2…



Once again, I've cropped the image, but the full article is pasted below the prompt in ChatGPT. You need to give the tool enough detail for it to make an artificially intelligent decision.

Let's see the result…



So now you have some idea of what keyword the page is targeting.

Remember the missing tip I mentioned in the PLR chapter before this?

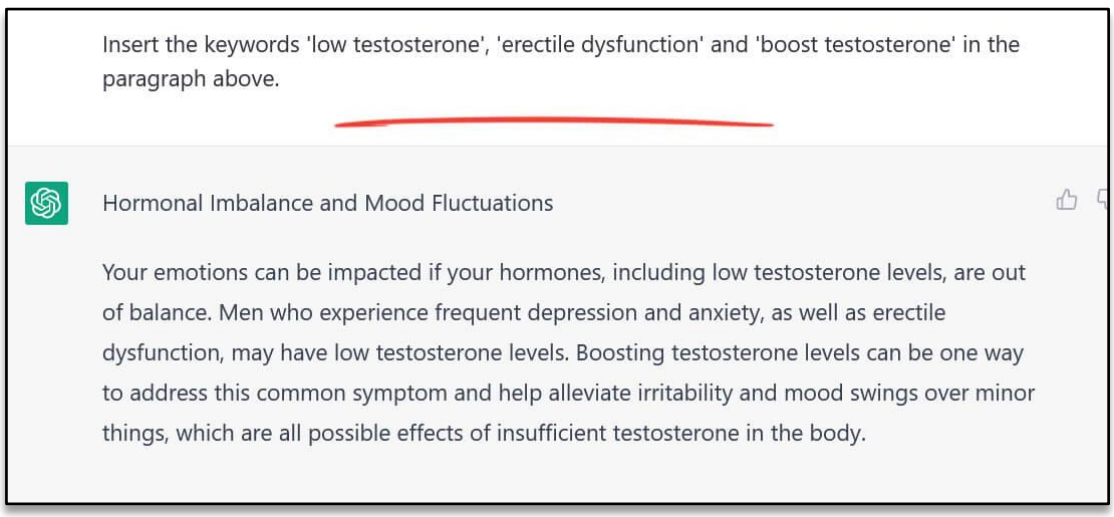
Don't tell me you forgot again… and don't even think of asking ChatGPT to help you remember!

Anyway, the missing tip is this…

You can use ChatGPT to SEO-optimize your PLR content to some degree. In the previous chapter, we rephrased the paragraph for the testosterone article.

Now after doing keyword research with ChatGPT, we have several LSI keywords at our disposal. By weaving these keywords into your PLR content, you will help your content to rank better in the search engines.

I'll just ask Chatty to insert 3 LSI keywords (chosen by me) into the paragraph I rephrased earlier…



That's it! Chatty did it in less than a minute… and now my content has 3 LSI keywords in it. Awesome!

You could even write your own content and ask ChatGPT to sprinkle LSI keywords into your content for you.

Don't overdo it or it will rewrite your entire article and you'll be back at square one.

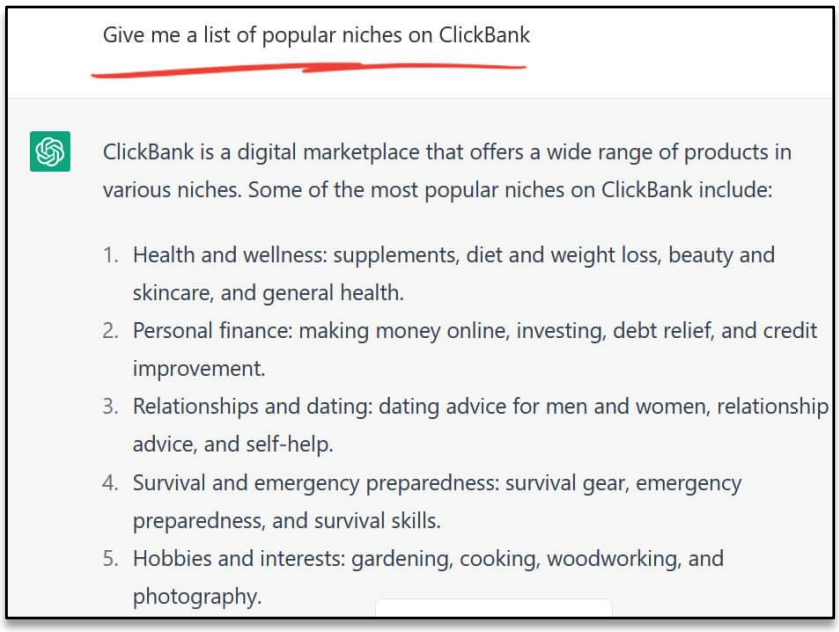
Moving on…

Use It as a Search Engine

While not as good as Google (yet), ChatGPT can be used as a search engine too. Ask it whatever you want and just see what shows up.

Example #1

If I want to know what are the most popular niches on the ClickBank platform, I could just ask it.

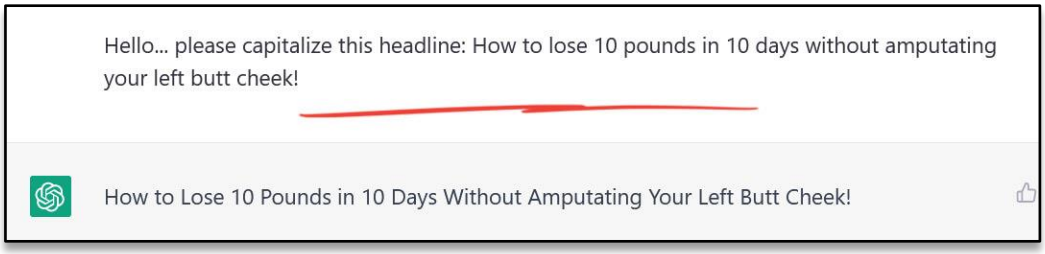


Example #2

Or let's say I have a headline for a short weight loss report… **"How to lose 10 pounds in 10 days without amputating your left butt cheek!"**

One problem – I don't know how to capitalize the headline.

Well, let's just ask ChatGPT!



Problem solved!

Example #3

If you have a website in the yoga niche and you're looking for affiliate programs to sign up for… you could ask ChatGPT for recommendations.

Look at that! You have a list of URLs in seconds.

Don't get carried away just yet. I tested out the links and **ONLY links 4 & 8 work!**

This is a perfect example of how ChatGPT can get things wrong and why you need to **manually** check the data.

Anyway, you already have the brands above – so you just need to visit their official sites and find the affiliate sign up links.

These are just 3 ways to use ChatGPT as a search engine. In some instances, it might be more time-efficient than Google.

There are thousands of other ways you can use this AI tool.

You're only limited by your imagination and creativity – two traits that ChatGPT doesn't have yet. So use your grey matter and harness this tool effectively.

Now let's see why ChatGPT has many copywriters shaking in their boots.

It's about time those overpriced, self-important, bloviating gasbags start feeling the heat from our dear little Chatty!

Easy Sales Copy in Minutes!

ChatGPT is fantastic when it comes to generating sales copy. While it'll be no match for an A-list human copywriter, for the most part, it can still generate very persuasive copy.

This will be especially useful for marketers on a tight budget.

1. Let's create a headline...

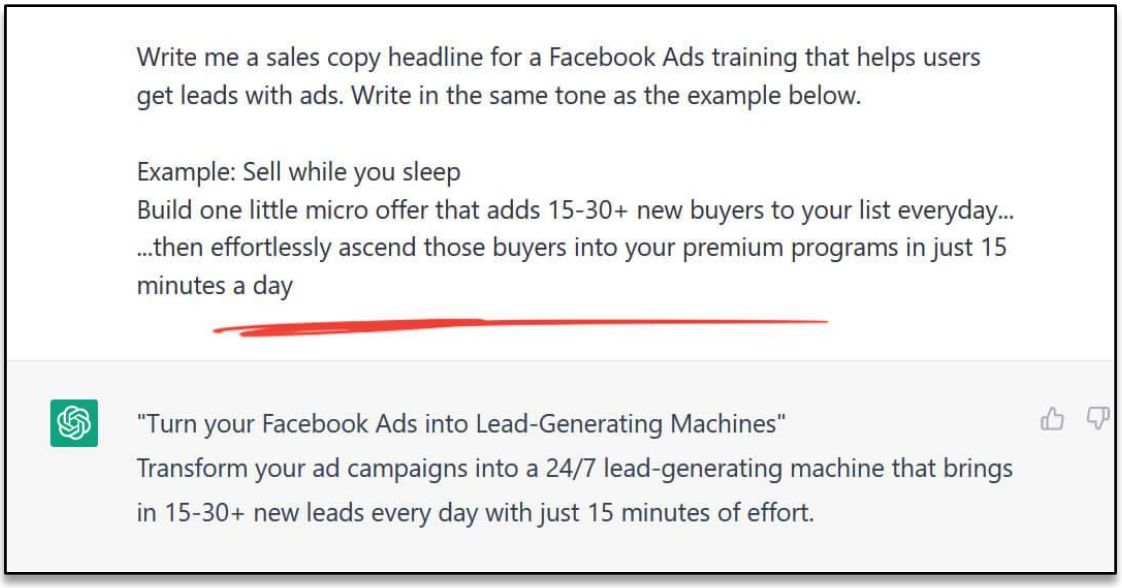
I came across an ad on Facebook. (See image below)

The copy looks ok. So I shall model it…

Let's assume I have a Facebook ads course showing buyers how to generate leads.

I'll use the sales copy above as an example for ChatGPT to model. It's important to use examples in your prompts when necessary.

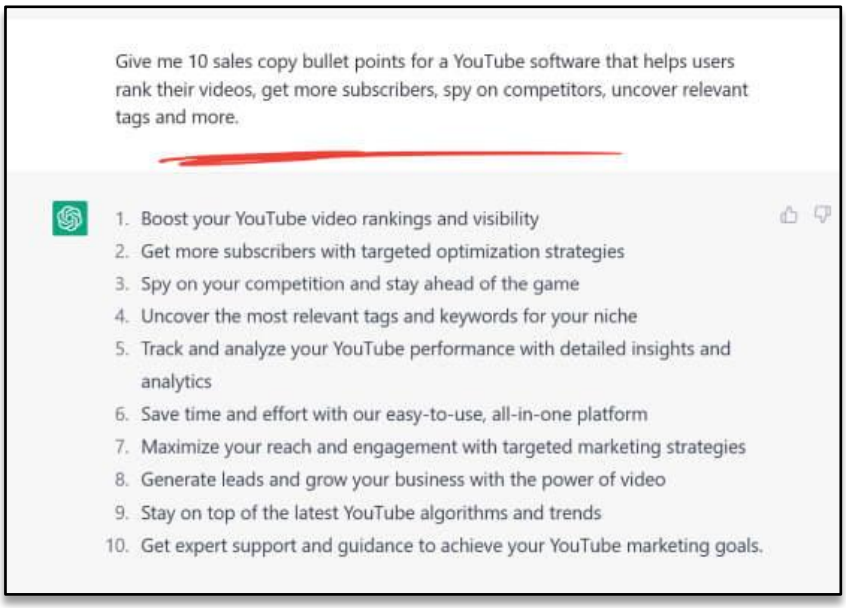
Let's see how it does…



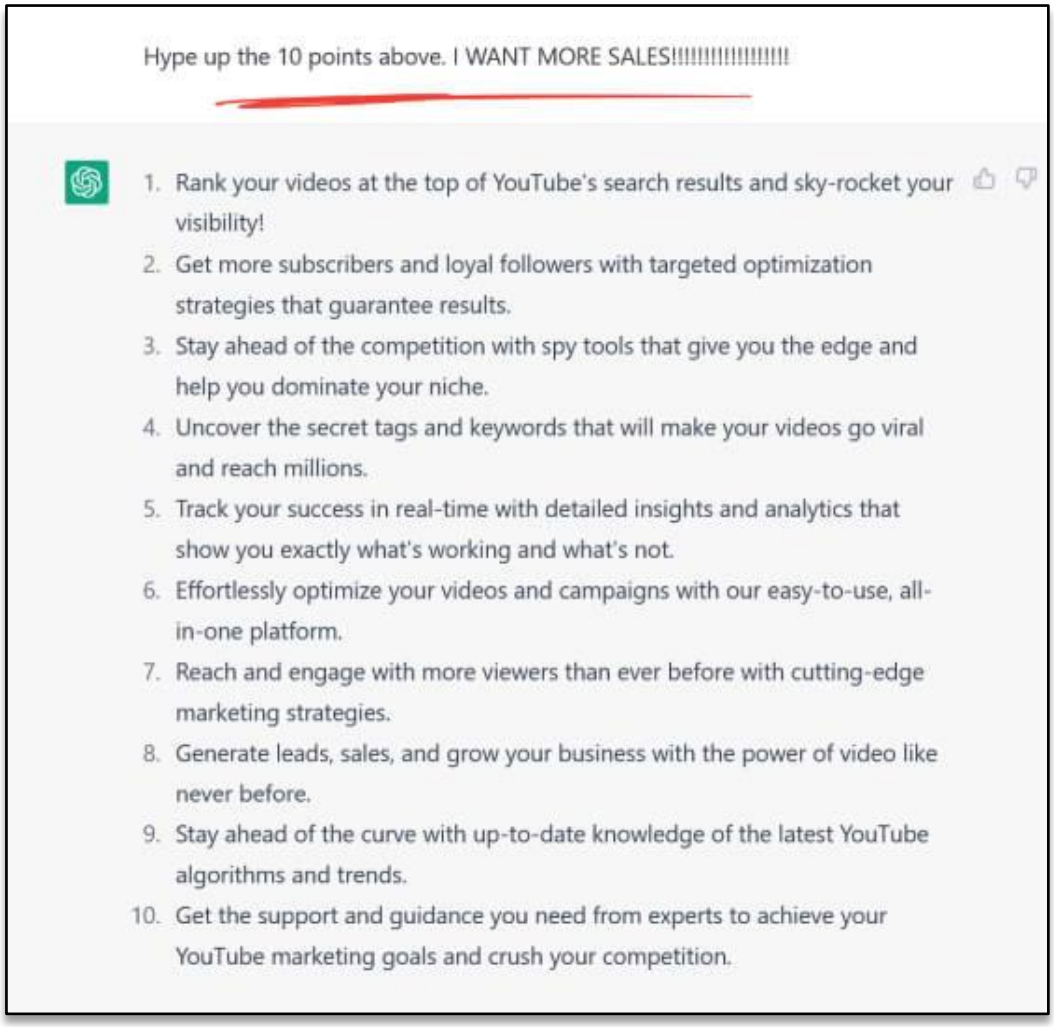
That's a reasonably good headline! I'm impressed. Now let's try something else…

2. Bullet points

In this example, we'll assume I have a YouTube software that helps users rank videos and do all the cool stuff these types of tools always promise. **I need bullet points for my sales copy**… and I'm going to ask Chatty to get them for me.



This is good… but they're not salesy enough. **So I'll tell Chatty to HYPE THEM UP!!!**



That's much better!

3. I need a landing page…

Besides headlines and bullet points, you can always ask ChatGPT to create sales copy for a landing page. And that's exactly what I'll do now!

Write me a short landing page with hyped up sales copy so I can build an email list of people interested in dropshipping.

Sure! Here's a short landing page with hyped up sales copy for building an email list of people interested in dropshipping:

Discover the Secrets of Successful Dropshipping!

Are you tired of working 9 to 5, only to barely make ends meet? Do you dream of running your own business and having the financial freedom to live life on your terms? If so, then dropshipping might just be the solution you've been looking for!

With dropshipping, you can start your own online store with no inventory, no risk, and no hassle. All you need is a laptop and an internet connection, and you're good to go! And the best part? You can run your business from anywhere in the world!

At [Your Company Name], we're passionate about helping people like you turn their dreams into reality. That's why we've put together the ultimate dropshipping guide, filled with insider tips, strategies, and resources to help you succeed.

But don't just take our word for it. Here's what some of our happy customers have to say:

"I never thought I could start my own business, but with [Your Company Name]'s guide, I was able to launch my online store and start making sales in just a few weeks!" - Jane Doe

"I used to be skeptical about dropshipping, but after following [Your Company Name]'s step-by-step instructions, I now have a successful business that allows me to travel the world and work from my laptop!" - John Doe

Ready to join the ranks of successful dropshippers and take control of your financial future? Then enter your email address below to get instant access to our exclusive dropshipping guide and start your journey to success today!

[Your Email Sign-Up Form]

Don't miss out on this once-in-a-lifetime opportunity to turn your dreams into reality. Enter your email address now and get started on your dropshipping journey today!

Aaaand once again Chatty got carried away and churned out a whole bunch of copy with **fake testimonials** and stuff. ***It's quite a good liar!***

Anyway, no need to panic. I'll tell Chatty off and ask it to get its act together.

Now this is good landing page copy.

If I used it and created a landing page in LeadPages, this is what it would look like…

You gotta admit… it looks LEGIT!

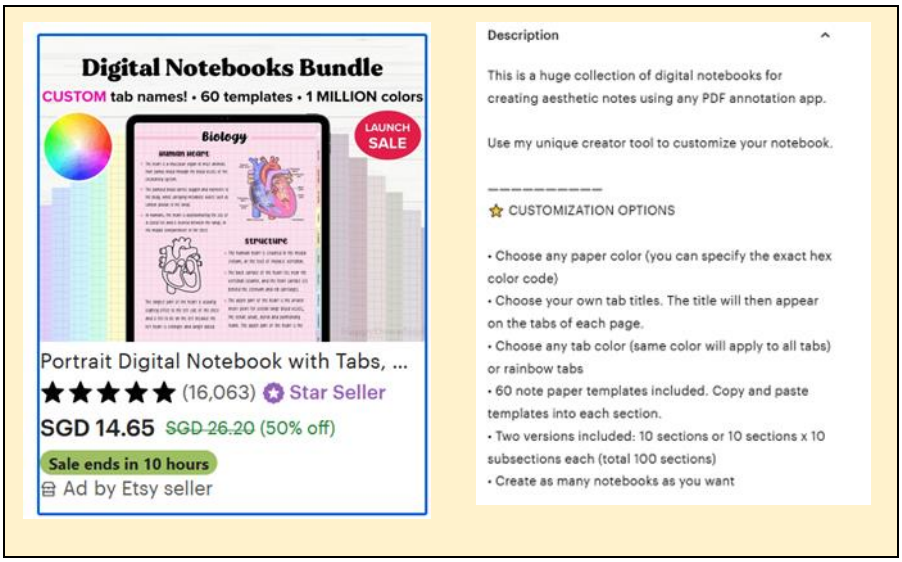
With ChatGPT's copy and a good page builder, you could create a landing page in 20 minutes or so. I rushed the one above just as an example for this report.

But if you designed an ecover for your report and built a solid page, you'll see good conversions. Don't dismiss ChatGPT's copy because it's AI-generated.

4. Write an Etsy Description

If you're on Etsy or have your own ecommerce store, ChatGPT can easily generate product descriptions for you – if you give it the necessary info.

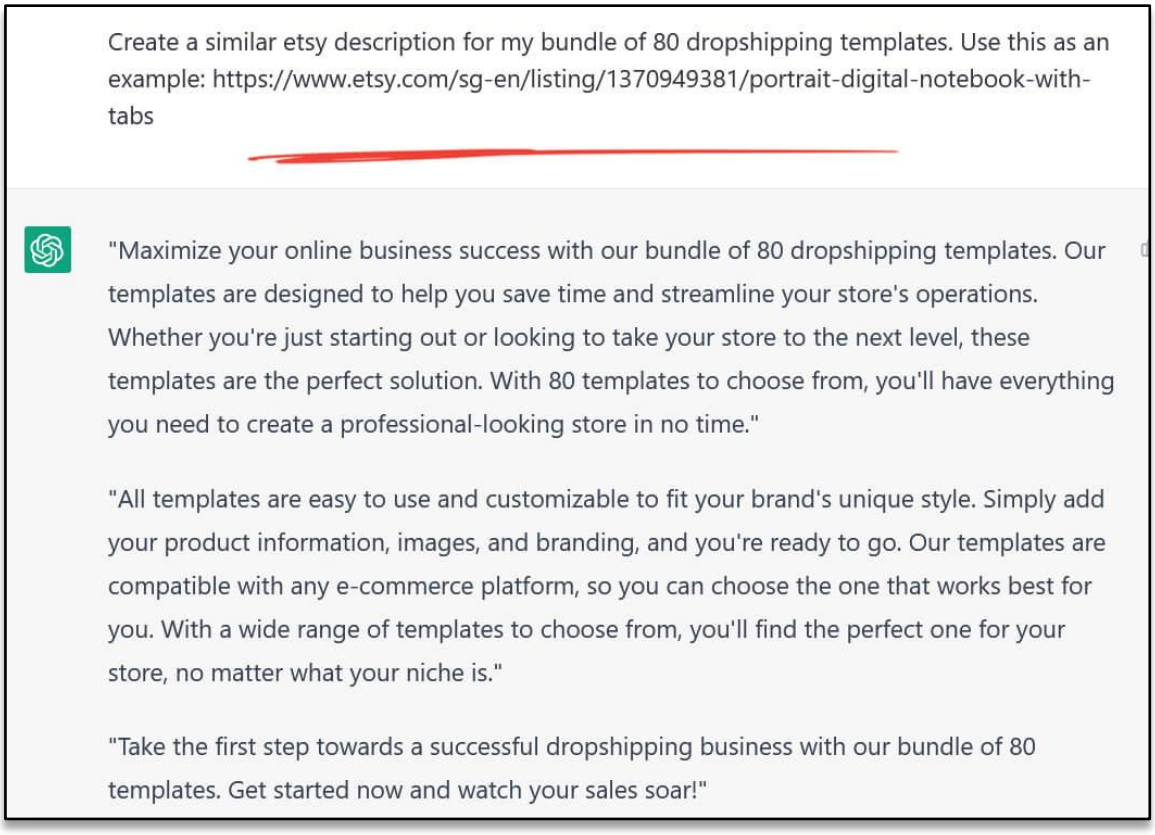
I found a cool product on Etsy… and took screenshots of it and the description, just for you to see.



Let's assume I have a bundle of 80 dropshipping templates I wish to sell on Etsy.

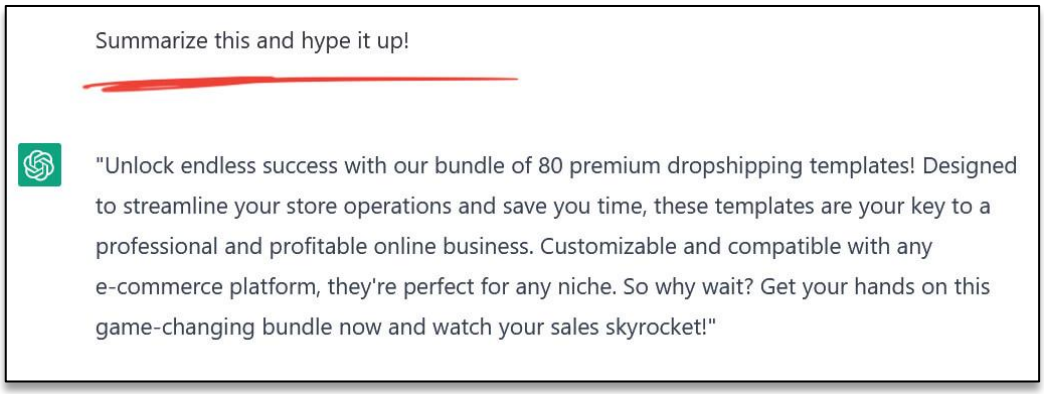
All I need to do is create a prompt asking ChatGPT to generate a description and **give the description above as an example**…

This is what I got…



I just used a URL in the prompt. If ChatGPT can't access your URL, then you'll need to copy and paste the text from example description below your prompt.

The above description is too long. *Chatty really is a chatty fella… time to sort that out.*

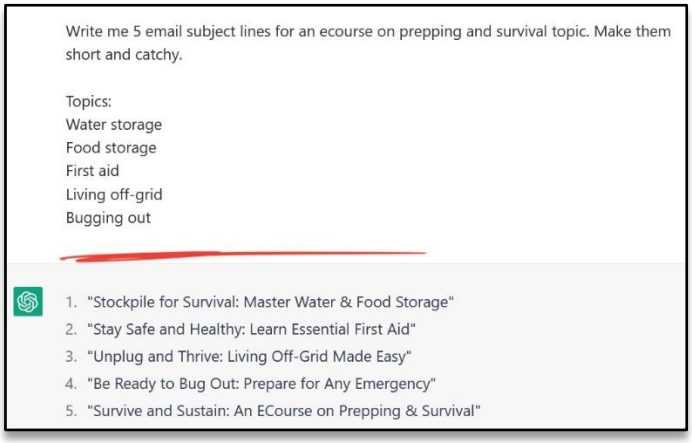


This is a much better description! You may wish to rewrite parts of it, break it down into smaller paragraphs and so on.

What's important here is that you understand how ChatGPT can create sales copy for a variety of projects.

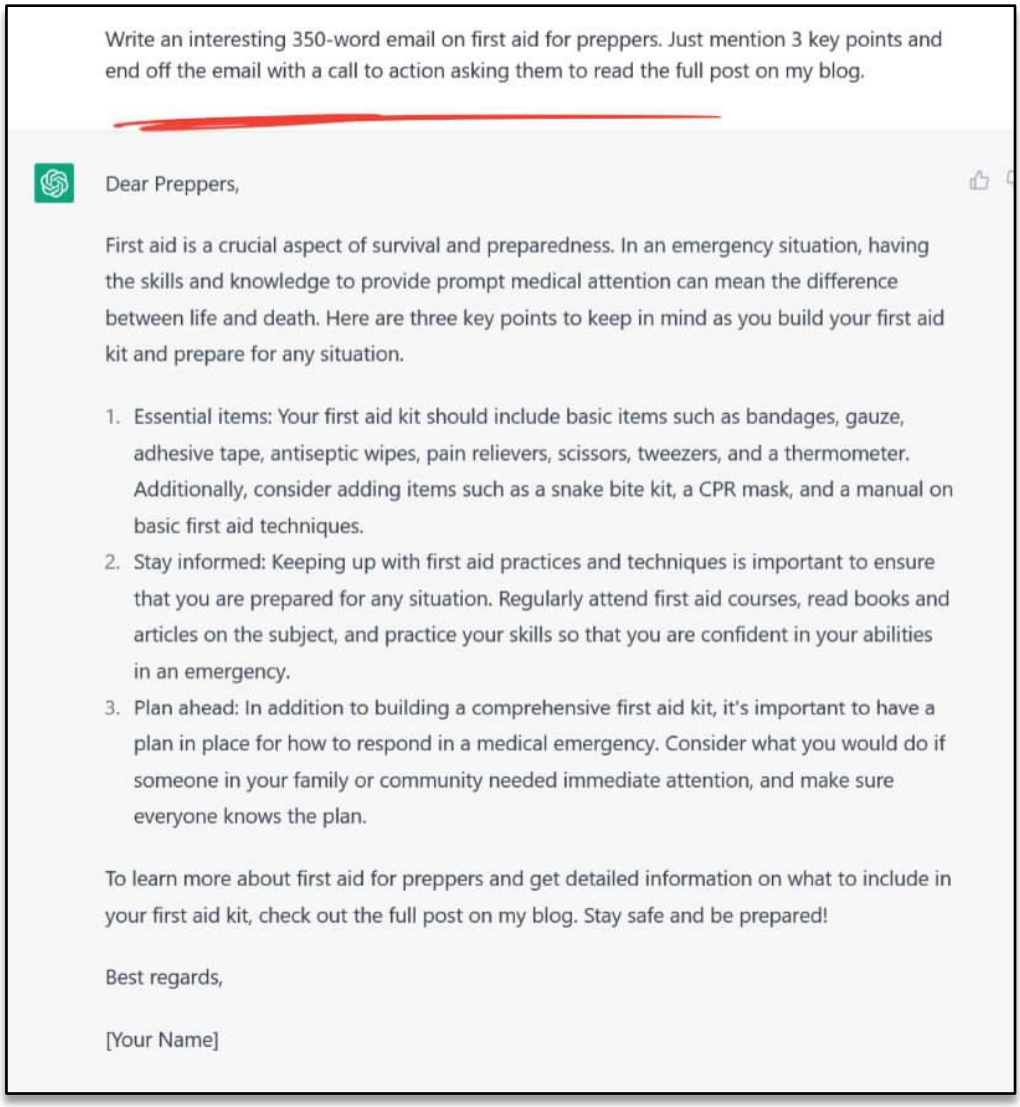
5. I wonder if it will write emails… hmm.

Only 1 way to find out. Let me ask it to create 5 subject lines for an email marketing course on prepping and survival. I'll provide it with 5 topics.



Those are good email subject lines. You can even ask Chatty to write you an email.

For this example, **I'll ask it to generate a 350-word email with 3 points and a call-to-action asking my subscribers to read my blog post.**



That's about 230 words or so. You'll definitely want to rewrite parts of the email and inject your personality into it.

Not only can ChatGPT write sales copy, but it can generate quality emails too.

It's imperative that your emails sound like they're coming from a real person. *As much as we love Chatty, at the end of the day, it's a robot.*

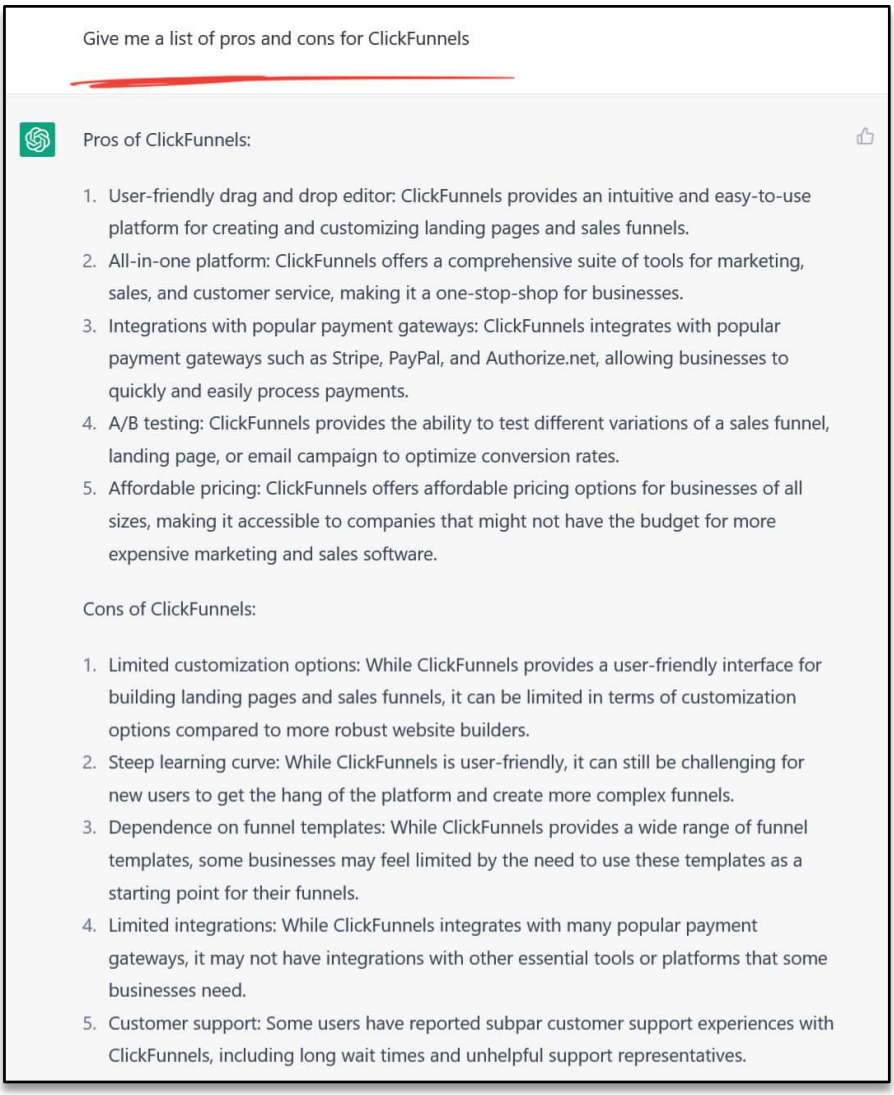
Now let's push the envelope and see if it can create product reviews…

Generate Product Reviews

Product reviews are best written by humans because you'll need to inject your opinions and be persuasive. That said, you can speed up the process by asking ChatGPT to list out the pros and cons of a product before you review it.

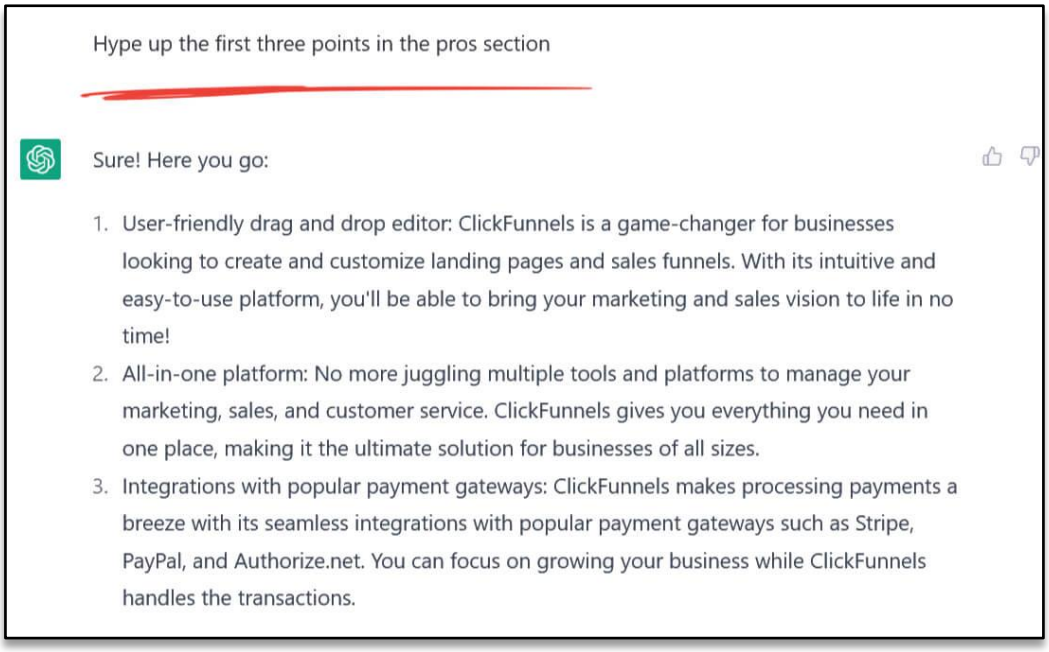
Ultimately, most reviews are a list of pros and cons – and trying to highlight the benefits while mentioning the features.

In this example, let's ask ChatGPT to list the pros and cons for a very popular sales funnel platform – ClickFunnels.



If you wish to review ClickFunnels with the hope of getting affiliate sales, you'll need to hype up the benefits.

Let's ask Chatty to do that. *We all know it loves talking up a storm.*



I only hyped up the first 3 points so you get an idea of what's possible. You can always do more.

With these points and ChatGPT's help, you can easily write your own review because you have a starting point.

From here, you just need to weave your personality and sincerity into the review. *Ahem… even if your ulterior motive is to make sales.*

Always remember the quote by George Burns…

"The key to success is sincerity. If you can fake that, you've got it made."

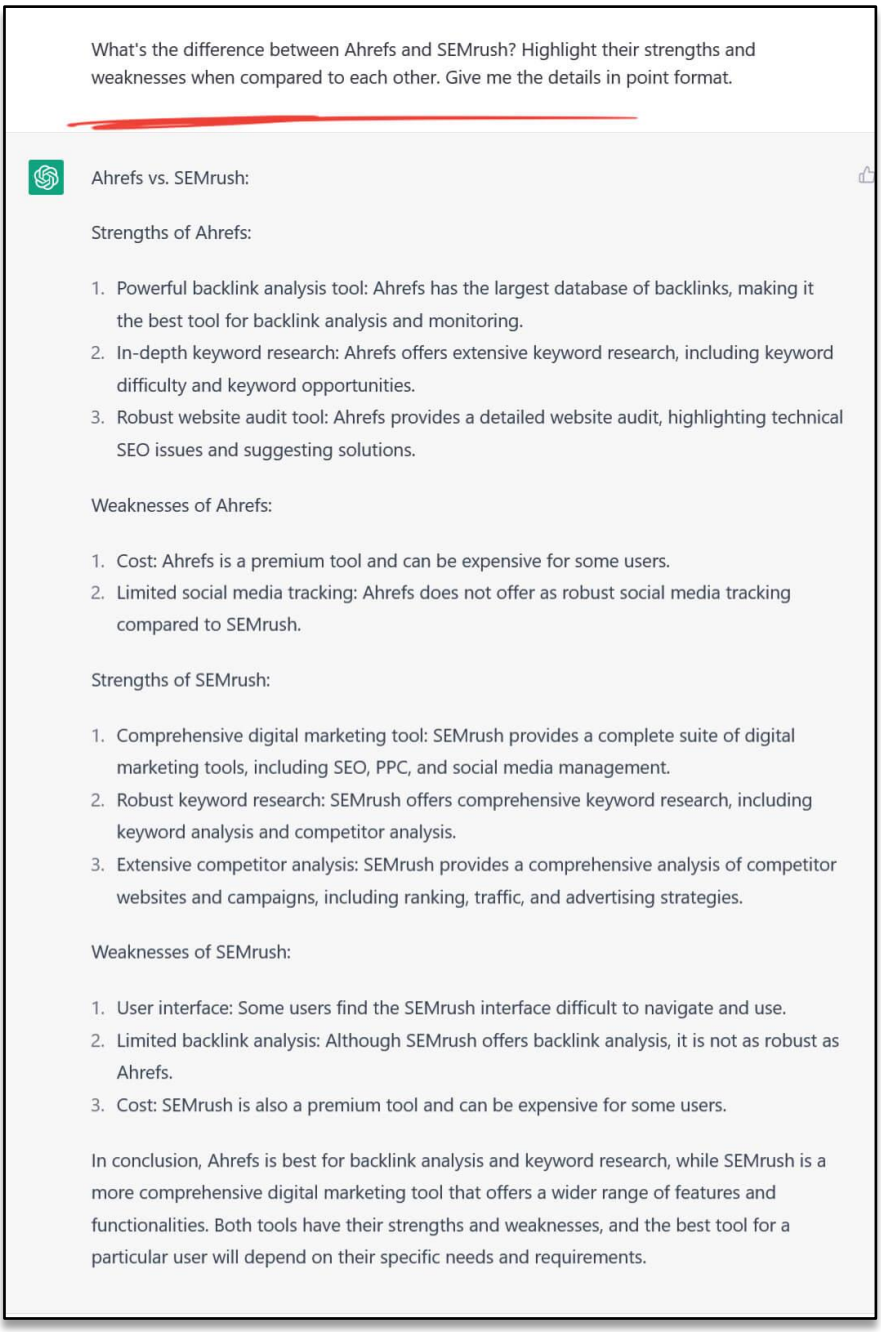
HA! Saw that?

That's wit and humor. Something Chatty isn't capable of… and something only you're capable of.

Use ChatGPT as an assistant but always know that you're the boss when it comes to content creation.

Another review technique is to compare 2 different products.

In the example below, we'll ask ChatGPT to compare two highly popular keyword research tools – Ahrefs and SEMrush.



What's the difference between Ahrefs and SEMrush? Highlight their strengths and weaknesses when compared to each other. Give me the details in point format.

Ahrefs vs. SEMrush:

Strengths of Ahrefs:

1. Powerful backlink analysis tool: Ahrefs has the largest database of backlinks, making it the best tool for backlink analysis and monitoring.
2. In-depth keyword research: Ahrefs offers extensive keyword research, including keyword difficulty and keyword opportunities.
3. Robust website audit tool: Ahrefs provides a detailed website audit, highlighting technical SEO issues and suggesting solutions.

Weaknesses of Ahrefs:

1. Cost: Ahrefs is a premium tool and can be expensive for some users.
2. Limited social media tracking: Ahrefs does not offer as robust social media tracking compared to SEMrush.

Strengths of SEMrush:

1. Comprehensive digital marketing tool: SEMrush provides a complete suite of digital marketing tools, including SEO, PPC, and social media management.
2. Robust keyword research: SEMrush offers comprehensive keyword research, including keyword analysis and competitor analysis.
3. Extensive competitor analysis: SEMrush provides a comprehensive analysis of competitor websites and campaigns, including ranking, traffic, and advertising strategies.

Weaknesses of SEMrush:

1. User interface: Some users find the SEMrush interface difficult to navigate and use.
2. Limited backlink analysis: Although SEMrush offers backlink analysis, it is not as robust as Ahrefs.
3. Cost: SEMrush is also a premium tool and can be expensive for some users.

In conclusion, Ahrefs is best for backlink analysis and keyword research, while SEMrush is a more comprehensive digital marketing tool that offers a wider range of features and functionalities. Both tools have their strengths and weaknesses, and the best tool for a particular user will depend on their specific needs and requirements.

With this list, you have all the slants and info you need to create a review that favors whichever tool you're promoting.

You have the info… so writing it in your own words will be much faster now since you won't have to do it from scratch.

It really doesn't get easier than that!

And now, we shall look at using ChatGPT to create fiction.

I saved this for last… because it's quite fun!

Let's Have Fun with ChatGPT's Fiction

Before even talking about fiction, let me take a minute to tell you about something that happened in the past when Kindle publishing was a 'new thing'.

Countless marketers started using shoddy PLR content to whip up wretched, low quality books – and started posting these books on the Kindle marketplace. Next thing you know, Amazon wised up to what they were doing and disallowed PLR from being used in Kindle books.

As with anything marketers touch, they'll probably ruin this too. It's just a matter of time before they start creating half-assed books with ChatGPT content and flooding the Kindle space again.

I'm sure there are courses out there by dodgy marketers showing clueless newbies how to do this.

Once again, history will most probably repeat itself and Amazon will find a way to detect AI content. We'll just have to wait and see.

Now let's talk about fiction...

You don't need a PhD to tell you that being a master fiction writer takes years of practice. *ChatGPT is not going to turn you into a Tom Clancy or Neil Gaiman overnight.*

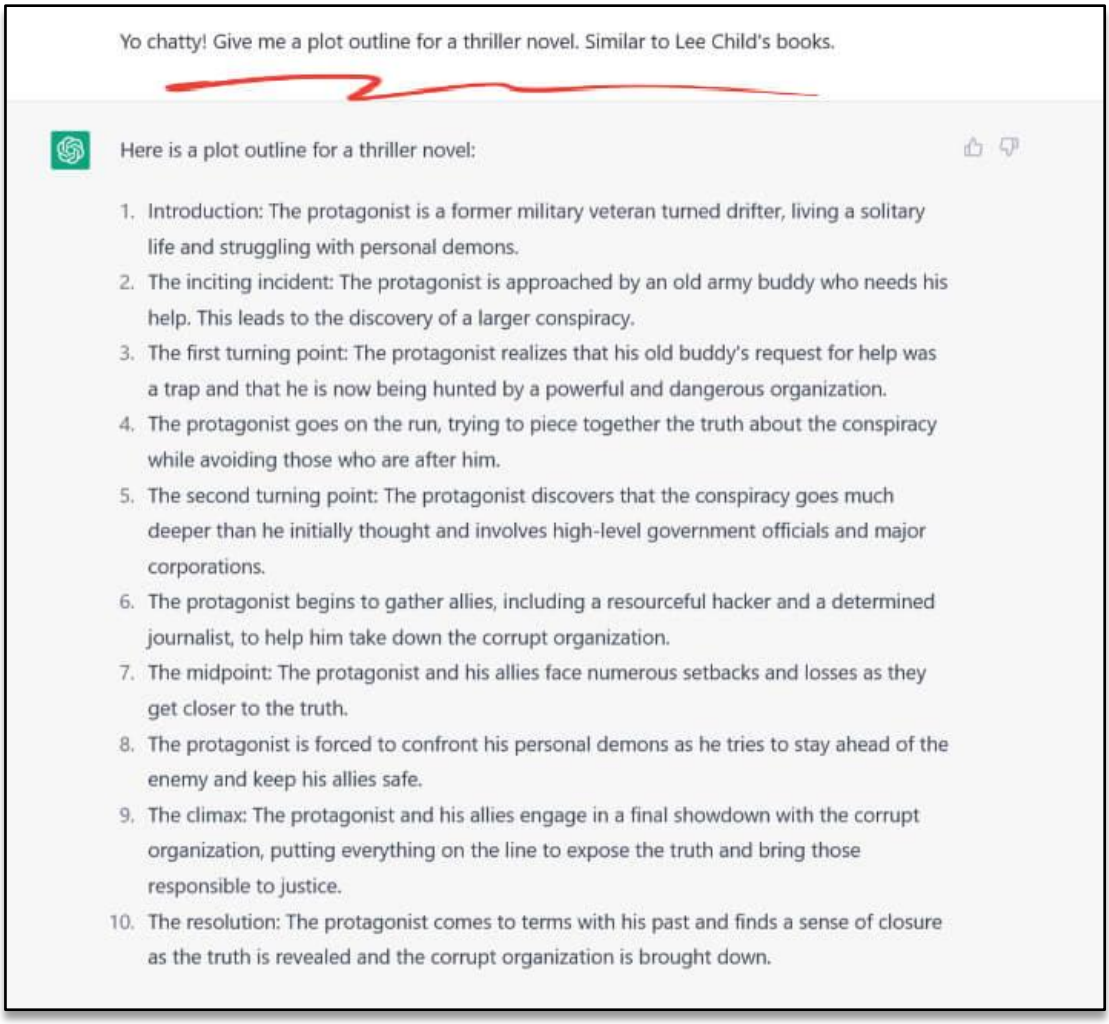
Only years of practice and study can get you there.

However, what ChatGPT can do is generate plot outlines for you. In the past, people would buy 'premade plot outlines' and flesh those out into novels.

Now, you can use ChatGPT to create story outlines for you – and you can even ask it to model popular authors in your genres.

Let's ask Chatty to create an outline for a thriller novel… and to model Lee Child's books. This is the guy who wrote the Jack Reacher series.

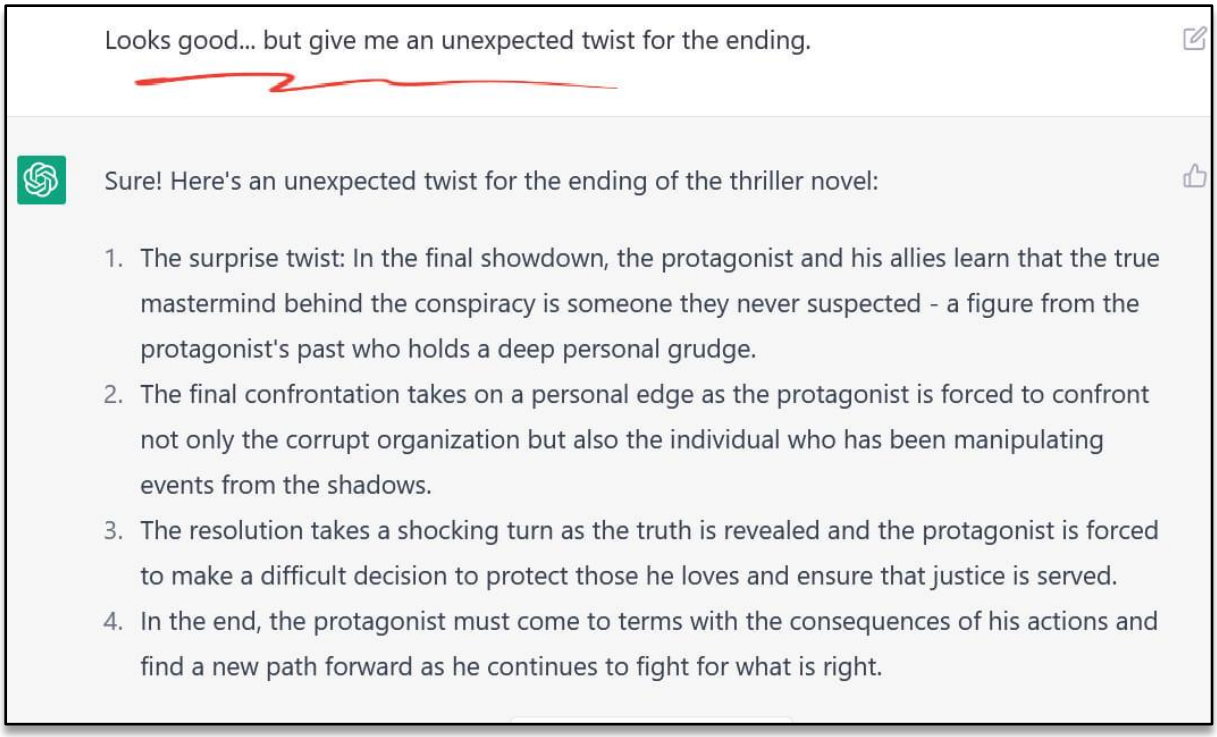
It'll be interesting to see what ChatGPT cooks up!



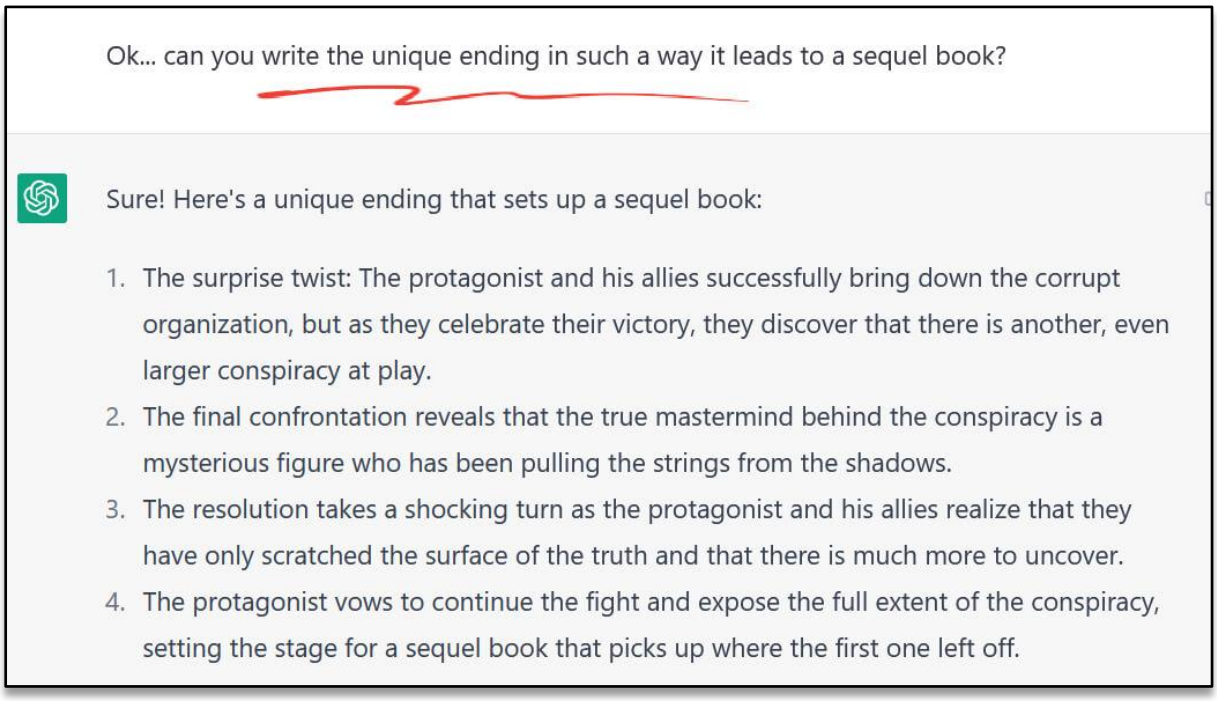
That's quite good, to be honest. I've seen several movies with similar plots.

These are known as tropes… and the people who like these types of stories will keep reading them no matter how predictable they are.

Let's ask ChatGPT to give this outline a twist at the end!



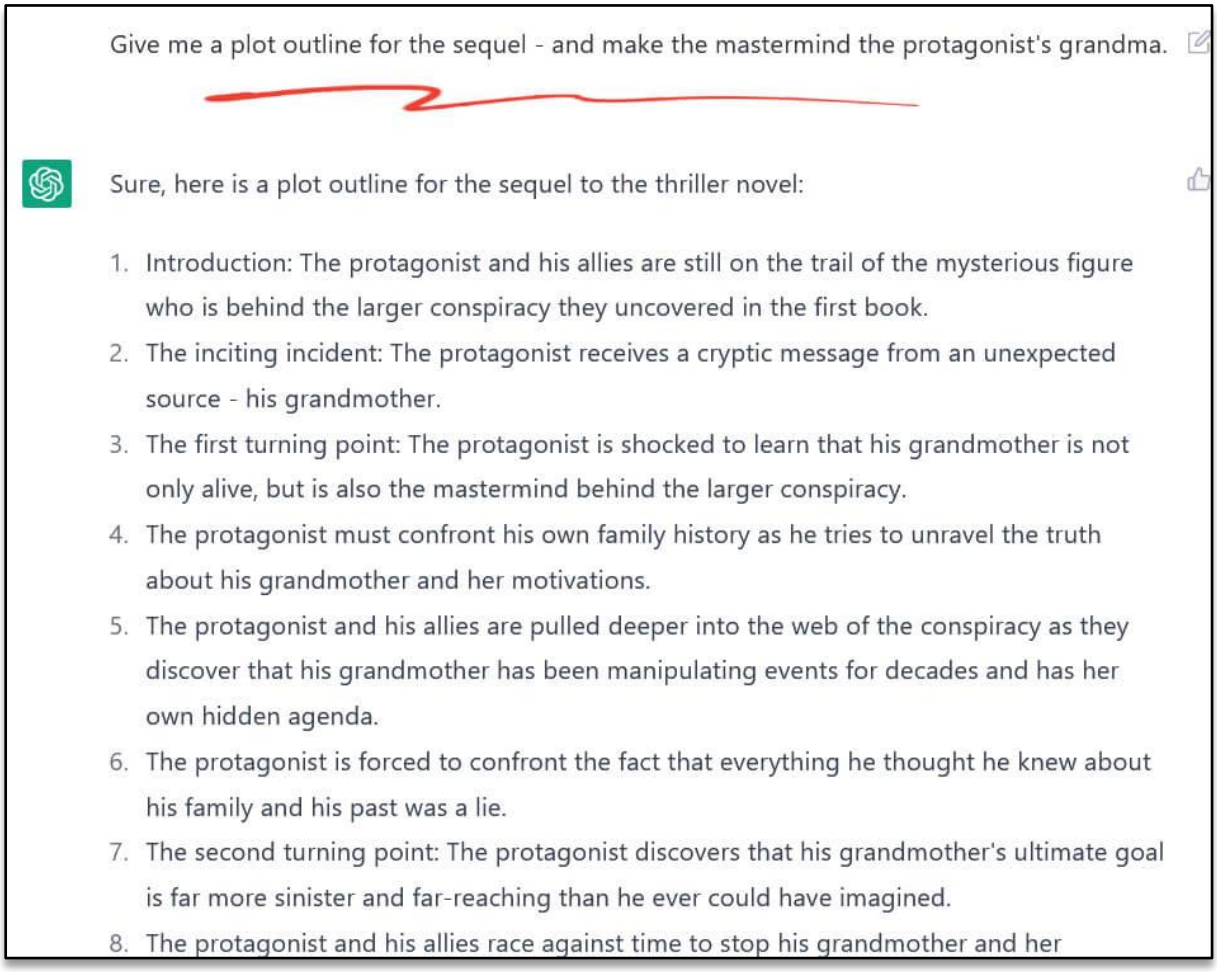
Let me take things to the next level and see if ChatGPT can create an outline for a novel that leads to a sequel...



Woah… quite the twist with the mastermind, but I think I saw this in the Prison Break series. Pfft!

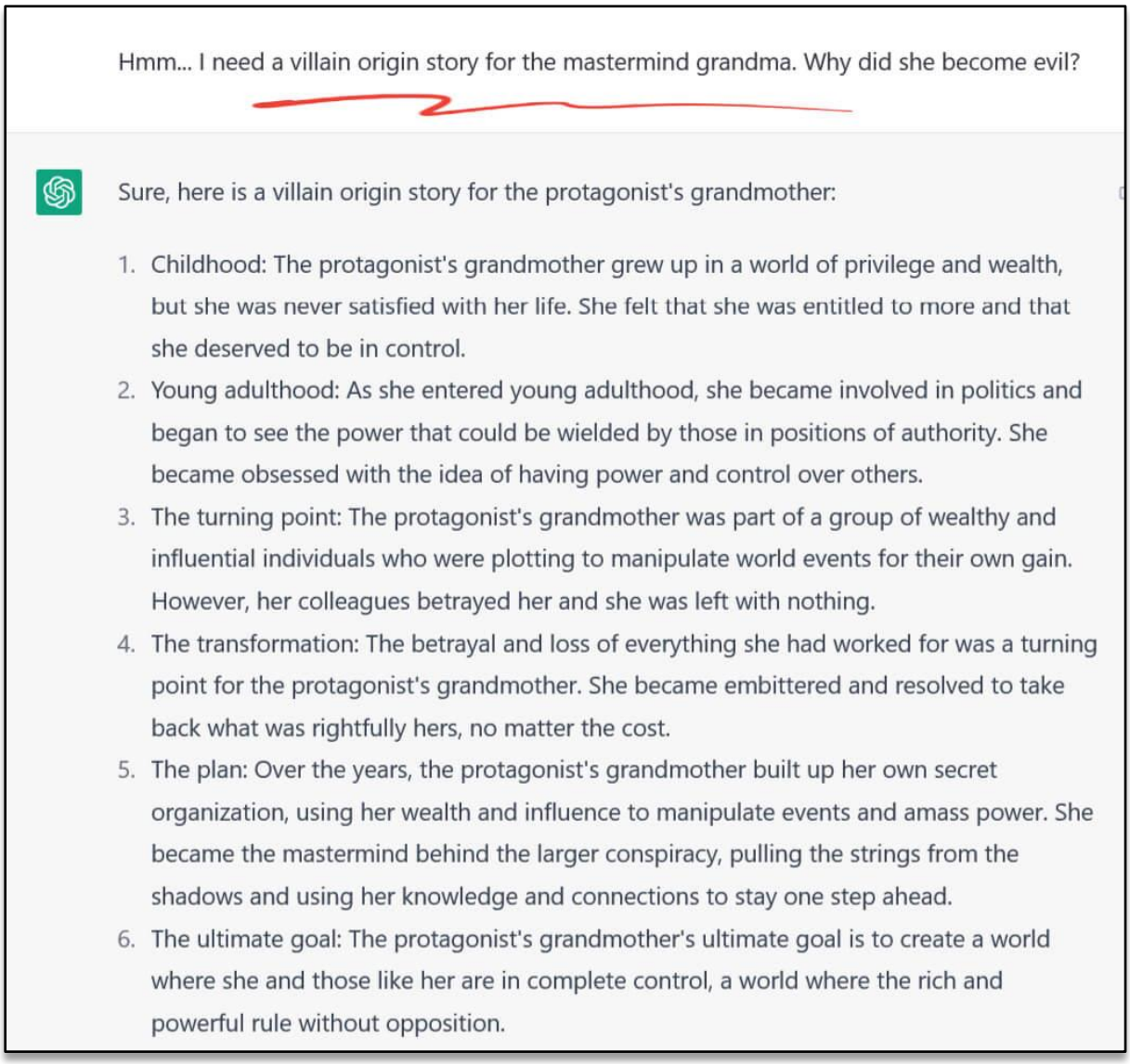
So let's challenge Chatty and ask it to make the protagonist's grandma the mastermind!

I'm curious to see how much believable BS this AI tool can come up with…



How interesting!

I think I'll just ask Chatty to create a villain origin story for the grandma, and we'll call it a day.



And they get the masses to inject an experimental vaccine and everyone lived happily ever after! YAY!!!

Well, with ChatGPT's outline and ideas, if you're a talented writer, you could create an irresistible page-turner your readers love. Brilliant.

Time to wrap this book up!

Where Do You Go from Here?

If you're still reading, by now you'll realize what a powerful and formidable tool ChatGPT can be. It's like the Swiss army knife of content creation.

And it's here to stay and only going to keep getting better in time to come.

However, there are a few things that ChatGPT can't do yet.

It can't be personable, creative, funny, or engaging.

It lacks those essential human qualities which is crucial for creating content that's emotive and which resonates with an audience.

That's exactly why you cannot rely entirely on it.

With the internet, the world has gotten a lot smaller. Influencers are followed by millions of people because of the human element.

People like buying stuff from other people. They like watching what others say and do. We're social creatures by nature.

That's why social media and gossip magazines are still popular in 2023.

ChatGPT does not have the human element in it.

It lacks emotion, personal experiences, and most importantly, soul. While it's a tireless assistant, it can never replace you.

The content it generates cannot give the people what they truly want – **the human touch**.

The best way to build an audience who likes and trusts you will be to infuse ChatGPT's content with your own personality.

If you can do that, creating outstanding content will be faster and easier than you ever thought possible.

These days, **people want to be educated and entertained at the SAME time**. You can't do that with dull, generated text. *You must rewrite and rework Chatty's content.*

Rewriting ChatGPT's content may seem like extra work… and it is!

But you can rest assured that the difference between insipid, monotonous content and engaging human-written content that people love reading is that little **extra**.

When everyone else is copying and pasting AI content furiously, you need to be different and personalize the generated content.

That's the ONLY way to stand above the noise and avoid sabotaging yourself in the long run.

It'll be more work, but **it's never crowded along the extra mile**, and ChatGPT will walk with you all the way.

Use it wisely… and may the content creation Gods smile upon you.

TICKETY MARKETING WITH VAL WILSON

Val Wilson

Further Resources

Sign up for ChatGPT here

ChatGPT Empire

Create Winning Sales Letters With ChatGPT

Blog Post - Using ChatGPT to Create Content for Videos