

GOLD DUST SERIES

Those that KNOW more, SELL more...

Chat GPT CANNOT write selling copy. And here's the proof...

Well, it's official. I have finally exposed the charlatans...

Chat GPT is a fraud. It **cannot** write selling copy. It isn't capable.

What's more, it has admitted it. Yes, I have discussed this very point in my latest [Copycat](#) with an actual robot and my whole unedited discussion is in the article.

Now I realise that what you read will be a great shock to some of you, if you've been using Chat GPT. I'm sorry to give you this bad news.

But, using robots to write selling copy - whatever made you do such a thing? Selling copy has to have one element that is crucial above all others – emotion. And, of course, robots can't write emotionally.

But at least you know now, the reason why your recent promotions have underperformed.

Robots can't sell. They don't have the key skills required.

The question is, after you have read the article below, will you dump these fraudsters? Be interesting to see. Enjoy...

[Copycat](#) Chat GPT is a fraud. It's official.

If anything you've read here strikes a chord...
I'd be delighted to hear from you.

→ GET IN TOUCH