



Why are today's marketers and business leaders accepting second best?

There is something going on in marketing right now, that I simply do not understand. Perhaps you can explain it to me...

More and more marketers and business leaders - including, I KNOW, quite a few receiving this latest Copycat - are using AI robots to write their promotional copy.

Emails. Sales letters. Landing pages. Website copy. Ads. Social media posts. I see it more and more every day. Desperately poor copy that is supposed to be selling, but simply doesn't. It just sits there and *exists*.

There's a ton of it out there now, polluting the industry - and it's harming us all, because it's switching people off.

Everything we have learned about selling copy over the past 100 years, is being totally ignored. How to craft a communication using proven techniques and carefully chosen words to attract attention, generate interest, create desire and, ultimately, produce sales - is no longer of interest to today's marketers and business leaders.

And that raises one obvious question.

Why?

I understand that businesses are under pressure. I know budgets are being scrutinised - and marketers and business leaders are constantly being asked to achieve more with less.

I also appreciate the attraction of pressing a button and watching several hundred words appear on the screen almost instantly. It's quick. It's cheap. And, at first glance, it may even look 'alright'.

Especially to a reader who doesn't know the real difference between 'alright' and 'brilliant' in the first place.

But 'alright' is simply not acceptable, when there is a much better alternative. A *proven* alternative.

One that delivers a level of SALES, that twenty robots couldn't even get near.

Nothing happens in business until something is sold. I think I may have mentioned that, a few hundred times over the years, in *Copycats* and other promotions.

That's why I can't get my head around senior decision-makers who, deep down, DO know there is a vast difference between copy that looks acceptable and copy that persuades someone to act... yet they still use robots to write it for them.

AI can certainly assemble words. It can produce grammatically correct sentences, neat paragraphs and the sort of bland, polished prose that nobody can seriously object to.

But, don't these people see, that's *precisely* the problem? Nobody objects to it, because nobody feels very much about it at all.

It *washes* over them, generating absolutely nothing. It sounds like everything else they are reading, because it has been constructed from everything else that has already been written.

There is no human expertise or knowledge behind it. No understanding of why a particular word or phrase should be used at a certain point for maximum effect. No genuine understanding of the prospect and how to talk to them personally.

No feel for the tiny emotional triggers that make somebody stop, read, become interested and eventually say... "*Yes, I'm interested in that.*"

AI doesn't really understand people - because it has never been one.

It has never worried about making the wrong decision. It has never been frightened of losing money. It has never wanted to feel younger, safer, more successful, more attractive or more respected.

It has never experienced ambition, excitement or desire.

And those are just three of the key emotions that sell things.

There are many, many more...

As you have been a regular recipient of my witterings over the years, you may recall that I actually challenged ChatGPT on this subject recently - and it admitted the case against itself.

You can read what happened here:

<https://www.andyowencopyandcreative.com/golddust/wp-content/uploads/2026/06/Chat-GPT-CANNOT-write-selling-copy.pdf>

AI can write copy. But, left to its own devices, it fails miserably to produce original, emotionally intelligent **selling copy** that consistently delivers results.

It can string words together. Of course it can. But it has no bloody idea of why they need to be there. Yet experienced marketers and senior decision makers in companies, now appear perfectly willing to accept this situation - and the resulting drop in performance that it will *always* produce.

They know the copy isn't brilliant. Deep down, they probably know it isn't even particularly good. But it arrives quickly, costs virtually nothing and fills the empty space on the email, website, landing page or sales letter.

Tick in the box. Job done. I can go home now.

'Lazy marketers rule OK!'

They are missing the point completely. The job isn't done, because wallpaper words are not effective in marketing. They produce yawns and eyes that glaze over.

Zero connection. Zero interest. And another potential sale is lost.

And that's not all...

This increasing amount of poorly written approaches that are appearing in people's inboxes, on their screens and through the letterboxes, are turning people right off. Which will make it harder for everyone going forward.

Getting a response is *effective marketing*. Producing enquiries is *effective marketing*. Winning new customers, increasing order values, generating repeat business and bringing money into the company - that's *effective marketing*.

When that doesn't happen to an acceptable level, people get fired. And rightly so. (*Do you know the average tenure of a marketing director in the UK right now, is 11 months? Yes, I was told recently, that most of them don't even last a year, before they get the elbow. Says it all, really, doesn't it?*)

And, it can get worse. If you're the big cheese and have your name over the door, something even more disastrous could happen. That door could be closed. For good.

So, why would any marketer or business leader willingly accept 'alright' copy when they could have 'brilliant' copy?

The difference between the two in success terms, can be *massive*. It isn't merely a more pleasing turn of phrase, a slightly more elegant sentence or a smarter headline...

...it's the difference between an email that gets ignored and one that generates valuable enquiries. Or the difference between a web page that loses people and one that keeps them reading. It's the difference between a sales letter that goes straight into the bin and one that produces an order.

In summary, it's the difference between a campaign that costs money and one that can make loads of it. And, as we all know, that difference matters at any time. In today's brutally difficult market, it matters more than ever.

Every promotion has to work harder today, than at any time in living memory. Every opportunity is precious. Every prospect you fail to engage, is likely to go somewhere else - and may never come back.

Yet some marketers still seem to believe that saving a few hundred pounds by replacing a proven copywriter with a robot, is a good business decision.

It isn't.

It is brainless and stupid.

There we are. I've said it. But sorry, there will be no apology from me, because I'm right. And you know I am.

Most companies don't apply a penny-pinching, 'cheapo cheapo' mentality to other areas of their businesses - so why do they do it with something that arguably is more important - the copy they use in their promotional activity.

If somebody responsible for producing sales, genuinely believes that the cheapest possible words are automatically the best commercial option, they should leave the marketing profession and go and clean windows.

At least then, when they cut corners, people will be able to see the result immediately.

A proven copywriter brings things to a project that AI doesn't even get close to understanding, let alone producing.

Knowledge - from the coal face of marketing and life.

Understanding - of people and emotion.

Experience - of winning and losing.

And the instinctive ability to identify the most persuasive benefit, uncover the strongest proposition, find the emotional heart of an offer and express it in words that connect with the reader.

A copywriter understands when to explain, when to provoke, when to reassure, when to apply pressure and when to get out of the way and ask for the order.

That has significantly more value than robot word-stringing.

It is selling - the lifeblood of business.

OK, I'm done. Now I have a straightforward suggestion for you.

Take a fresh look at the copy you are currently using. Read your latest email. Look again at your website. Examine the social media you may be doing to support your current campaign. Dig out your latest direct mail sales letter.

Does it grab you? Interest you? Convince you why you should buy - and remind you of what you will miss if you don't? Does it convey a genuine point of difference?

It should do all of those things and more. If it doesn't, you've been sold a pup. Or, more likely, you've been electronically short-changed.

That's not good. Not for your business. Not for your targets. Certainly not for your sales figures.

And not for you...

If you have a campaign coming up, a website that is underperforming, an email that needs to generate a response - or a proposition that simply isn't being communicated as powerfully as it should be - send me the brief.

Or, if there isn't one yet, contact me and tell me what you are selling, who you are selling it to, why they should be interested in it - and what you need them to do.

I'll tell you what I think - and show you how much harder your copy should be working.

FIVE major campaign triumphs already this year. And there will be more before Christmas. I get better as I get older. And the reason is simple...

Those who know more - SELL more.

You know where I am.

Keep the faith



ABOUT YOUR AUTHOR



Andy Owen is recognised as one of the most influential direct marketers of his generation.

During a career spanning 45 years, he has become renowned for his specialist expertise in copywriting and creative expertise for direct and digital marketing campaigns.

In February 2015, Andy was inducted into the [DMA Hall of Fame](#) – and he is one of only two direct response copywriters in Europe to have received that honour.

He writes traditional and digital marketing campaigns across virtually every medium, including direct mail, sales letters, emails, SMS, PPC and Facebook advertising, media advertising, websites, landing pages, brochures, radio scripts and much more.

If you would like to discuss any aspect of copywriting or creative development for direct marketing, contact Andy personally at andyowen@aol.com.

WHAT CLIENTS HAVE SAID ABOUT ANDY...

"I have worked with Andy over many years, using his unique skills and experience to write engaging copy - and design effective direct mailing packs. His copy has always been extremely high quality and he truly makes the words speak to you!"

"I asked Andy to help us with a recent mailing campaign and we have been truly blown away by the response. Never before have I seen people clasping the mailing letter when coming in for an appointment, eager to learn more about the new hearing aid technology we mailed them about. "I can honestly say that I feel Andy's copywriting and creative skills are unrivalled in the market today!"

Ged Rowbottom, Director, Hearing Check Ltd, Preston

"Andy, you are an expert in direct marketing copy—a true artisan who understands how to write copy that both engages and makes a real customer impact."

Russell Morris, Prime Board Marketing and Analytics Director, Amazon Video

"Politicians, generals and intelligence propagandists all know the power of persuasion and how essential it is to their success. So, too, do many savvy marketers."

"The talent to craft effective persuasive communication is rare and highly valued. Andy Owen is one of those exceptional communicators - and the proof of his skill is demonstrated time and again in measurable results."

Glenmore Trenear-Harvey, Writer, Broadcaster and Lecturer

"The art of contemporary copywriting has now got its own Grand Master. Once Andy has written a sales letter for you, you will never consider anyone else. His talent and expertise created a step change in the quality and effect of our copywriting."

"Andy is an inspirational character—a hugely talented copywriter who certainly opened our eyes to the enormous power of words, rightly adapted and geared to the Middle East consumer."

Mohamed Safieddine, Director of Marketing, Effemex, Saudi Arabia

"Andy Owen raises the skill of writing a direct mail package to an art. His insight into personal consumer communication is impressive and his experience in the field invaluable. His unparalleled expertise in the medium has contributed to many successful promotions that Lamcy has undertaken."

Tim Jones, Chief Operating Officer, Lamcy Plaza, Dubai, UAE

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