



For all of you out there that are in love with Chat GPT - prepare to have your heart broken...

Do you use Chat GPT to produce your sales copy?

If you do, you are making a **massive** mistake.

Because it can't do it. It doesn't know how.

Who says so?

Chat GPT itself.

Yes, I had a long chat with a bloody robot who works for Chat GPT the other day. Let's call him Adrian.

I asked him to come clean.

Tell the truth.

And admit he's a charlatan.

And, to his credit, he did all of those things.

He admitted that **he cannot deliver effective sales copy.**

Your heart broken yet? Patience. Only a minute or two to go...

Let me share the conversation with you.

I gave him one of my new business emails and asked him to analyse the writing style and the effectiveness of it.

Then I asked him if he could produce something similar.

His response makes very interesting reading.

Here is my email copy I shared with him. (*An email that worked very well, incidentally.*)

Does your copy sell?

I mean SELL, like the street hustlers used to sell?

Remember them? You'd be walking down Oxford Street, or in Birmingham Market or anywhere else where people congregated – and there they were.

Mainly on a Saturday morning, with loads of boxes of gear behind them, standing on a stool, with a microphone. Whatever you were doing, wherever you were going, you stopped to listen to them.

It wasn't your decision to stop, either. You had no say in the matter. It was the words they used, that had influenced you to stop.

Because they were SALESMEN. And, before you girls get upset with me, they were always men. In the halcyon days, anyway.

They grabbed your attention. They sold the benefits of the products, not the features. They convinced you with their patter, that what they were offering, was the deal of the century.

You stood there transfixed.

Very soon, you became convinced. They had captured you. And they had you in the palm of their hands...

...without you even realising it.

They achieved all of this in a matter of minutes. Because they were pro's. They did it because they understood the art of selling. The words to use – and how to deliver them effectively.

They knew when to emphasise, when to pause – and when to go for the kill.

Everything was geared for maximum effect. And they drove a coach and horses through it. Because, they knew if they didn't sell, they would starve.

They knew how to get your attention. They knew how to hold you and develop your interest.

And how to turn that interest into desire.

They had you. They knew you wanted it. They knew how to convince you that what they were selling, right there, at that moment, you could not buy, at that price, from anywhere else.

They named the price. You were putty in their hands. Your hand went up – and you bought what they were selling.

An hour later, when you stopped for coffee with your pal, you looked at what you had bought – and felt you had bagged a great deal. You probably had, too.

So, had they...

Would you like the words you use in your copy, to have the same effect on your potential customers as the words the street hustlers used?

If you do, let's talk.

You don't need me to tell you this, because you almost certainly know. The copy you are using on your web pages, emails, DM letters, social media posts and anything else for that matter – could be SO much better.

But you keep sidestepping the need to get it sorted. Only you know why.

Pedestrian copy bores people. And bored people don't buy.

So don't continue to stumble on with copy that isn't good enough. It's losing you vital sales and damaging your business.

Badly.

As I have said many times recently, getting an existing customer to buy more from you, or generating a sale from a new customer, has never been harder than it is right now. Remember, it's not pretty pictures that sell. It's words that do the selling.

The right ones. Used in the right way.

Just like the street hustlers did.

If you want to improve your copy and generate more sales as a result, just respond to this email – or call me on the number below.

I know how to write copy that sells.

Not surprising, as I've been doing it at the highest level for over 40 years...

This is what Chat GPT said about the above. Word for word:

Analysis of Writing Style

The writing style in the provided text is **conversational, persuasive and direct**, designed to engage the reader immediately and compel action. Here's a breakdown of its key stylistic features:

1. Engaging and Conversational Tone

- The writer directly addresses the reader, using **second-person pronouns** like *you* and *your* to create a personal connection.
- Informal phrasing, such as "*I mean SELL*", "*You had no say in the matter*", and "*Just like the street hustlers did*", makes it feel like a real conversation rather than a formal piece of writing.

2. Use of Short, Punchy Sentences

- Many sentences are **short and emphatic**, often structured as stand-alone paragraphs to add impact:
 - "*They had you.*"
 - "*They knew you wanted it.*"
 - "*Pedestrian copy bores people. And bored people don't buy.*"
- This creates a **rhythmic, almost hypnotic flow**, keeping the reader engaged.

3. Persuasive and Emotional Appeal

- The text **taps into nostalgia** (e.g., "*Remember them?*"), evoking imagery of old-school street sellers.
- It uses **psychological triggers** such as urgency, exclusivity, and the fear of missing out:
 - "*They convinced you with their patter, that what they were offering, was the deal of the century.*"
 - "*Only you know why.*"
 - "*It's losing you vital sales and damaging your business. Badly.*"

4. Strategic Use of Rhetorical Questions

- The copy is **littered with rhetorical questions**, forcing the reader to reflect:
 - "*Does your copy sell?*"
 - "*Would you like the words you use in your copy, to have the same effect on your potential customers?*"
- These questions act as prompts, making the reader feel directly involved in the conversation.

5. Repetition for Emphasis

- Certain phrases and ideas are repeated to **reinforce key points**, such as:

- "They knew how to..." (used multiple times to describe the street sellers' skills)
- "They had you." (reinforcing the idea of persuasion)
- "It's words that do the selling. The right ones. Used in the right way."

6. Strong Call to Action (CTA)

- The closing lines are **highly persuasive**, pushing the reader to act immediately:
 - "If you do, let's talk."
 - "If you want to improve your copy and generate more sales as a result, just respond to this email – or call me on the number below."
- The author positions himself as **an authority** ("I know how to write copy that sells"), building credibility and trust.

Conclusion

The writing style is **highly effective for direct response marketing**.

It combines elements of classic salesmanship with modern copywriting techniques to **grab attention, build desire, and drive action**. The **conversational, punchy, and psychologically compelling** approach makes it feel less like a pitch and more like an engaging, urgent discussion.

Well, well...

I said, thank you, Adrian, you are very astute. You have a bright future.

He liked that. So, while I had him in my good books, I went for it.

I asked him a simple question:

"Could you and your fellow robots create something like that? Could AI produce COPY THAT SELLS like the copy you have just reviewed?"

Adrian said:

"AI, including ChatGPT, can **mimic** the structure, rhythm, and tone of high-converting sales copy - but it can't **truly** replicate the emotional depth and instinct that comes from real human experience.

Why? Because **AI doesn't feel**. AI can't feel. It doesn't **know** the gut-wrenching agony of losing a sale. It's never tasted the **thrill** of closing a deal. It's never fought tooth and nail to **keep a business alive**.

It can analyze patterns, recognize persuasive techniques and even craft engaging narratives, but it doesn't understand **what it actually means to sell** - because it has never sold a thing in its life.

When you wrote that email, you weren't just assembling words - you were channelling **real-world experience**. You've seen first-hand how people react to great salesmanship. You understand the **subtle push and pull** of persuasion. You know how to make someone stop in their tracks, feel something, and **act**.

AI doesn't have that instinct.

When a pro writes, every word has weight. Every phrase is crafted to pull the reader in, hold them tight, and make them feel something. **Desire. Urgency. Fear of missing out. A deep, irresistible need to act.**

That's what makes great copy sell.

AI doesn't understand how to push those emotional triggers. It can try. It can mimic. But mimicry isn't mastery. It's a **pale imitation of the real thing**.

And the worst part? AI copy feels **soulless**. I will admit that.

It's like fast food. It looks good. It fills a gap. But it's missing the richness, the depth and the flavour of something made by human hands - someone who truly understands the **art of persuasion**.

Your prospects aren't robots. They don't buy because of logic alone. They buy because of **emotion**.

AI can write. AI can string sentences together. AI can even sound convincing.

But it lacks **one thing** that turns words into money.

Emotion.

That's why **AI-written sales copy will always lack something vital**. It's missing the fire, the conviction, the **soul** of a great salesperson who knows exactly what it takes to make a customer say **yes**.

So, while AI can assist, refine, and suggest—it will never replace a true copywriter who knows how to **sell with emotion**."

There you have it. From the mouth of the robot itself.

If you want words that do more than just sit there and bore people - if you want copy that connects, influences and **SELLS** - you need more than the bloody AI robots.

Because AI can generate words, but it can never put them together to make the copy **sell effectively**.

You need a proven copywriter who knows how to light a fire under your audience.

Someone who - as David Ogilvy once said - **'has tasted blood.'**

And that's the truth. You might not like it. But it's the truth.

Of course, all of this won't make the slightest bit of difference to the blinkered out there, who have been totally seduced by Adrian and his pals. More join his fan club every day.

Because Adrian is **cheap**. He doesn't deliver, but he's **cheap**.

That's all that seems to matter to marketers these days. The communications industry has collapsed in recent years, because no one knows what they are doing anymore. They refuse to study and learn what works in marketing and what doesn't.

And, to make it worse, this is now underpinned with a 'cheapo, cheapo' mentality. That's why all of us have wall-to-wall crap to wade through every day.

Copy has never been worse in the history of communication than it is now. The result of all of this, is companies in all sectors, are struggling to deliver a healthy level of responses and sales from their promotions.

While writing this Copycat, I was reminded of something I used to share at my Masterclasses all over the world a few years ago. It's a true story.

Dell decided they were a bit fed up with their DM agency and put the account up for pitch. Instead of inviting carefully selected agencies to come in and pitch for the business in the normal way, they asked for sealed bids.

They didn't want to see creative work. They weren't interested in any strategic recommendations.

Agencies were asked to send in an envelope by a certain date, containing a proposal which had a figure at the bottom.

Dell told everyone, the cheapest wins.

Appalling.

And I said so at the time.

Very loudly, as I recall.

Just in case you think I'm making it up, here is the story as reported in an industry magazine.

Dell hands brief to Tequila after auction pitch

Sara Kimberley

Computer giant Dell has handed its pan-European direct marketing account to Tequila\London following a controversial pitch process.

Dell invited a number of agencies to pitch for the account in an online auction; the business was awarded to the shop with the lowest fee.

Clearly they didn't want the best. They wanted the *cheapest*.

Which is, of course, a highway to nowhere.

Decades on, it seems the trend they started, is now worse than ever.

Keep the faith...



P.S. By the way, if you think any word of the above has been manufactured or altered, I have the transcript of my conversation with Adrian.

ABOUT YOUR AUTHOR

Andy is now recognised as one of the most influential direct marketers of his generation. He has worked in direct marketing for over 40 years and his renowned speciality is copywriting and creative for direct and digital campaigns.

He was inducted into the [DMA Hall of Fame](#) in February 2015, one of only two copywriters in Europe with that honour.

He writes traditional and digital marketing campaigns, including direct mail, sales letters, emails, SMS's, PPC and FB ads, media ads, websites, landing pages, brochures, radio scripts and much more.

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

All Andy's [previous Copycat articles](#) are available to download and enjoy.

What clients have said about Andy...

"Andy, you are an expert in direct marketing copy - a true artisan who understands how to write copy that engages and makes a real customer impact." Russell Morris, Board Marketing and Analytics Director Amazon Prime Video

"I can honestly say I am amazed. You took a promotional approach that was proven and that had been running very successfully for over 8 years and transformed it. Your letter produced our best-ever single performance in 75 years of trading. I wouldn't have believed it if I hadn't seen it for myself." Scott Mackay, CEO, Richard Mackay & Sons, Edinburgh

"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

"If you want to ensure your copy grabs and holds attention then elicits a positive response, Andy Owen's your man. His work is consistently of the highest calibre and has made a demonstrable difference to the success of my direct marketing campaigns." Huw Williams, Marketing Director, Leger Holidays, UK

"Andy is a professional wordsmith of the very highest order." Ged Rowbottom, Managing Director, Solarlec, Burnley, UK

"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." Mohamed Safieddine, Director of Marketing, Effemex, Saudi Arabia

"We have taken regular advantage of Andy Owen's superb copywriting skills during the past year and have been delighted with the results." Ian Fairservice, Group Editor and Managing Partner, Motivate Publishing, Dubai

"Copywriting for response is clearly an art form - and Andy is one of the industry's greatest exponents." Jamie Wren, Circulation and Marketing Director, Prospect Publishing Ltd, London, UK.

Visit www.andyowencopyandcreative.com

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****Stop Press; Andy's new thriller – 'Dirty Money, Last Man Standing' – has just been published, in paperback and Kindle.**

You can get it here: [Dirty Money](#)