

APRIL 2023 BULLET WRANGLING CLINIC

Members Only Access:

<https://redhotcopy.com/redhotbullets/bullet-wrangling-clinics/>

AI BULLETS

AI should be seen as a writing assistant. While AI gives us outputs, we control the product through editing.

This means you absolutely **MUST** have a solid foundation for writing strong copy. Otherwise AI is useless.

CHATGPT 3

ChatGPT 3.5 is free

<https://chat.openai.com/auth/login>

ChatGPT 4 is \$20 per month

<https://chatgpt.ai/gpt-4/>

JASPER

You can get a minimum monthly subscription for around \$60

Bullets

I randomly generated this product through Amazon <https://imfeelingprimey.com/>:

<https://www.amazon.com/Ecolution-Micro-Pop-Microwave-Popcorn-Popper/dp/B019CXRM18/?th=1>

Ecolution Patented Micro-Pop Microwave Popcorn Popper with Temperature Safe Glass, 3-in-1 Lid Measures Kernels and Melts Butter, Made Without BPA, Dishwasher Safe, 3-Quart, Red

MY PROMPT

Create 5 bullets for this product: Ecolution Patented Micro-Pop Microwave Popcorn Popper with Temperature Safe Glass, 3-in-1 Lid Measures Kernels and Melts Butter, Made Without BPA, Dishwasher Safe, 3-Quart, Red

CHATGPT4

- Patented Micro-Pop Microwave Popcorn Popper lets you make delicious and healthy popcorn right in your microwave, without any oil or butter needed.
- Temperature Safe Glass ensures that the popper can withstand high heat, making it safe to use in the microwave without the risk of melting or warping.
- 3-in-1 Lid lets you measure the right amount of kernels, melt butter, and enjoy your popcorn without any mess.
- Made Without BPA ensures that the popper is free from any harmful chemicals that could leach into your food, making it a safe and healthy option for you and your family.
- Dishwasher Safe design makes cleaning up after your popcorn party a breeze, letting you enjoy your delicious popcorn without any hassle.

JASPER

- Popcorn pops in the microwave using the Ecolution Patented Micro-Pop Microwave Popcorn Popper.
- The 3-in-1 lid measures kernels, melts butter, and serves as a popcorn bowl, making it more versatile than traditional poppers.
- Temperature safe glass ensures safety and durability while popcorn pops in the popper.
- This popcorn popper is made without BPA, a chemical commonly found in plastics that can be harmful to health.

- Once it's popped, the 3-quart size makes it easy to share, and it is also dishwasher safe for easy cleaning.

Deeper Prompt

Act like a copywriter who loves to use metaphors and storytelling to write 10 bullets about the following product. Make sure to add in at least 3 jokes about popcorn:

- FAST GOURMET POPCORN: Choose beautiful, durable temperature safe borosilicate glass for better popcorn popping experiences. No oil or butter needed. Hot air circulates preventing burning. Melt butter with the dual function lid for gourmet results. Dishwasher safe for easy cleaning. A fun gift idea
- PREPARING AND SHARING: Great for a healthy snack, movie night, the big game or recipes including popcorn. Simply use the dual-function lid to measure the desired serving size, pour into the Micro-Pop and place in microwave for 3-minutes or less. Hundreds of fun and healthy snack recipe possibilities for your popcorn enjoyment.
- MONEY WELL-SPENT: Make homemade popcorn as an alternative to buying expensive single use prepackaged bags containing unwanted chemicals, ingredients, and calories.
- WHY GLASS IS BETTER: Watch your popcorn popping for perfect results. Temperature safe glass resists wear-and-tear and will not absorb acids or chemicals typically produced during use. Glass is made without BPA, hypoallergenic, and thermal shock resistant. Wide-mouth design and ergonomic handle add versatility and ease-of-use.
- USE AND CARE: For use with microwaves with turntables only. Only use popcorn popper in a clean, fully functioning microwave oven with unrestricted, rotating turntable. Do not use popcorn button or setting on your microwave. Make sure to use fresh popcorn kernels. Nontoxic way to make popcorn

CHATGPT4

1. Unleash a cornucopia of flavor with Fast Gourmet Popcorn, where kernels dance like little ballerinas in a beautiful borosilicate glass theater, pirouetting to the perfect pop.
2. Fast Gourmet Popcorn is your culinary maestro, orchestrating a symphony of hot air to gently lift your kernels to cloud nine, while that sneaky villain, burnt popcorn, is banished from the premises.
3. Are you a popcorn aficionado or just a kernel of a fan? No matter your level of devotion, our dual-function lid will guide you to popcorn nirvana, measuring the perfect serving size every time.

4. "Why did the popcorn go to art school? To learn how to kernel-ate!" At Fast Gourmet Popcorn, we believe in crafting the ultimate popcorn experience that transcends all senses, including humor.
5. It's as easy as 1-2-3 with Fast Gourmet Popcorn. Measure, pour, and pop in the microwave – you'll be swimming in a sea of fluffy, golden morsels in three minutes or less!
6. "What do you call a popcorn kernel that won't pop? Corn-fused!" With Fast Gourmet Popcorn, you'll never have to worry about confused kernels, as our premium popping method ensures a delightful crunch every time.
7. Save your pennies and your health by trading those store-bought bags of chemical-laden popcorn for a veritable treasure chest of homemade, air-popped goodness.
8. Gaze into the crystal ball of borosilicate glass and witness the miracle of popping kernels, all while enjoying the peace of mind that BPA-free, hypoallergenic, and thermal shock resistant materials provide.
9. "Why don't popcorn kernels tell secrets? They always pop under pressure!" Keep your popcorn popper in tip-top shape by using a clean, fully functioning microwave oven with an unrestricted, rotating turntable.
10. Embark on a culinary adventure with Fast Gourmet Popcorn, where hundreds of fun and healthy snack recipes await, ready to satisfy your cravings and delight your taste buds.

JASPER

1. Fast Gourmet Popcorn: The superhero of healthy snacks, ready to save you from boring crunches and sugary cookies!
2. With its temperature-safe borosilicate glass, this popcorn popper is the Iron Man of popping, making sure your popcorn doesn't burn.
3. Say goodbye to unhealthy additives and hello to gourmet popcorn with the dual-function lid that melts butter to perfection.

4. This popper is like having your very own personal chef, giving you hundreds of tasty popcorn recipe ideas.
5. The perfect gift for the movie buff or snack lover in your life, this popper will make them feel like it's Christmas in July.
6. Move over, Batman and Robin! The Micro-Pop is the dynamic duo of convenience and versatility, making it perfect for the big game or movie night.
7. This popper is like a fitness trainer that helps you save money by avoiding expensive pre-packaged bags, leaving more \$\$ in your pocket.
8. The temperature-safe glass is like a superhero suit, protecting your popcorn from wear and tear and unwanted chemicals.
9. With its wide-mouth design and ergonomic handle, this popper makes it easy to use and clean, like a magical broomstick for popcorn making.
10. It's popcorn time! Grab your fresh kernels, put on your favorite movie, and let the Micro-Pop do its magic – it's the perfect match for movie night-in! (Psst...and yes, we know popcorn jokes are corny, but we couldn't resist!)

Homing Device Bullets Rewrite

ORIGINAL COPY

On the other hand, if you've ever stayed up nights asking yourself ...

- “Can I live on my retirement savings without having to go back to work part-time?”
- “Will my retirement nest egg last me for the rest of my life?”
- “How will I pay for health care if I get sick with a long-term illness?”
- “What if stocks go down and wipe away even more of my retirement portfolio?”

... then I believe you'll find the special FREE offer I am about to make to you of particular interest.

CHATGPT4 PROMPT

Rewrite the following bullets in the style of Bill Burr and add a return after each sentence:

On the other hand, if you've ever stayed up nights asking yourself ...

- “Can I live on my retirement savings without having to go back to work part-time?”
- “Will my retirement nest egg last me for the rest of my life?”
- “How will I pay for health care if I get sick with a long-term illness?”
- “What if stocks go down and wipe away even more of my retirement portfolio?”

... then I believe you'll find the special FREE offer I am about to make to you of particular interest.

Hey, you ever found yourself lying in bed, staring at the ceiling, and wondering if your retirement savings are gonna cut it?

Like, can you really live off that sh*t without having to go back to some crappy part-time job?

Or are you gonna end up broke, eating cat food for dinner every night?

And don't even get me started on healthcare costs if you get hit with some serious illness.

Plus, what if the stock market takes a nosedive and wipes out even more of your savings?

Well, listen up, because I got a special FREE offer that might just save your ass.

JASPER PROMPT

Rewrite the following bullets in the style of Bill Burr and add a return after each sentence:

On the other hand, if you've ever stayed up nights asking yourself ...

- “Can I live on my retirement savings without having to go back to work part-time?”
- “Will my retirement nest egg last me for the rest of my life?”
- “How will I pay for health care if I get sick with a long-term illness?”

- “What if stocks go down and wipe away even more of my retirement portfolio?”

... then I believe you'll find the special FREE offer I am about to make to you of particular interest.

Hey, you ever had those nights where you're lying in bed, staring up at the ceiling and thinking:

- Can I live off my retirement savings or am I gonna have to go back to bagging groceries part-time?
- Is my nest egg gonna last me for the rest of my life or am I gonna end up living in squalor?
- How the hell am I gonna pay for healthcare if I get hit with some crazy long-term illness?
- And what if stocks go down and wipe away even more of my portfolio? Am I supposed to just start panhandling on the street?

If any of this is hitting close to home then listen up, cause I got a special FREE offer that's gonna interest the hell outta you.

Fascinations

ORIGINAL COPY

- Why you should use the “Double Moon Rule” to morph limp bullets into dynamic forces of nature
- The deadly mistake even professional copywriters can't seem to shake that drowns their copy like a palm tree in a tsunami
- Which two habits you already do on the regular you can harness to effortlessly crank out sizzling bullets like an overzealous influencer on TikTok

- Exactly which multi-sensory words and phrases to use that make your bullets pop off the page
- 5 ways you might not have thought of to easily bank a TON more money by becoming a bullet-writing whiz kid

CHATGPT

Rewrite the following bullets in the style of George Carlin and add a return after each line:

- Why you should use the “Double Moon Rule” to morph limp bullets into dynamic forces of nature
- The deadly mistake even professional copywriters can’t seem to shake that drowns their copy like a palm tree in a tsunami
- Which two habits you already do on the regular you can harness to effortlessly crank out sizzling bullets like an overzealous influencer on TikTok
- Exactly which multi-sensory words and phrases to use that make your bullets pop off the page
- 5 ways you might not have thought of to easily bank a TON more money by becoming a bullet-writing whiz kid

- Hey there, folks! It's me, George Carlin. Today, I want to talk to you about the art of bullet writing. And let me tell you, it's not as easy as it looks. But fear not, because I'm here to share with you some tips and tricks that will turn your limp bullets into dynamic forces of nature. So, let's get started, shall we?

- First up, we've got the "Double Moon Rule." Now, I don't know what the hell that means, but apparently it's the secret to making your bullets shine brighter than a full moon on a clear night. So, give it a try and see what happens.
- Next, let's talk about the deadly mistake that even professional copywriters can't seem to shake. It's like a tsunami that drowns their copy like a palm tree. You don't want that, do you? Of course not. So, avoid this mistake like the plague, and your bullets will be unstoppable.
- Now, here's the good news. There are two habits that you already do on the regular that you can harness to effortlessly crank out sizzling bullets like an overzealous influencer on TikTok. I don't know what those habits are, but you do, so get to it!
- Moving on, let's talk about multi-sensory words and phrases. These are the magic words that make your bullets pop off the page like a firecracker on the Fourth of July. So, use them wisely, my friends.
- Last but not least, I've got five ways for you to easily bank a ton more money by becoming a bullet-writing whiz kid. And let me tell you, these ways are so simple, you might not have even thought of them. But trust me, they work. So, go ahead and give them a try.
- That's all I've got for you today, folks. Thanks for tuning in, and happy bullet writing!

CHATGPT4 REWRITE

Rewrite with new prompt...

A "fascination" is a form of a direct response bullet that keeps part of the message a tantalizing mystery. Don't give away too much information and rewrite the following fascination bullets in the style of George Carlin with a hard return after each sentence.

Discover the "Double Moon Rule" secret that'll turn your feeble bullets into forces as unstoppable as nature itself. zap

Unveil the lethal blunder even seasoned copywriters can't escape, sinking their copy like a hapless palm tree in the watery embrace of a tsunami. *whoosh*

Two routine habits you're already practicing, ready to be exploited for crafting red-hot bullets like an overeager TikTok virtuoso. *snap*

Master the art of multi-sensory language, making your bullets leap off the page with a vibrant symphony of words. *ka-pow*

Five ingenious tricks you'd never expect to transform you into a bullet-writing prodigy, raking in heaps of cash in no time. *cha-ching*

JASPER

Rewrite the following bullets in the style of George Carlin and add a return after each line:

- Why you should use the “Double Moon Rule” to morph limp bullets into dynamic forces of nature
- The deadly mistake even professional copywriters can't seem to shake that drowns their copy like a palm tree in a tsunami
- Which two habits you already do on the regular you can harness to effortlessly crank out sizzling bullets like an overzealous influencer on TikTok
- Exactly which multi-sensory words and phrases to use that make your bullets pop off the page
- 5 ways you might not have thought of to easily bank a TON more money by becoming a bullet-writing whiz kid

Are you ready to take your bullet-writing skills to the next level? Buckle up, my friend, because I'm about to share some serious knowledge with you. Here's what you're going to learn:

The "Double Moon Rule" that will transform your limp bullets into dynamic forces of nature. Even professional copywriters make this deadly mistake, but with this rule in your arsenal, you'll never fall victim to it again.

The two habits you're probably already doing that you can harness to effortlessly crank out sizzling bullets like an overzealous TikTok influencer. It's easier than you think.

The multi-sensory words and phrases that will make your bullets pop off the page. These are the secret ingredients to crafting bullets that grab your readers by the eyeballs and don't let go.

The deadly mistake even professional copywriters can't seem to shake that drowns their copy like a palm tree in a tsunami. Don't let this happen to you.

Five ways you might not have thought of to easily bank a TON more money by becoming a bullet-writing whiz kid. Let's face it, killer copy equals more money in your pocket.

REWRITING IN JASPER

A "fascination" is a form of a direct response bullet that keeps part of the message a tantalizing mystery. Don't give away too much information and rewrite the following fascination bullets in the style of George Carlin with a hard return after each sentence.

Here are the rewritten fascination bullets in the style of George Carlin:

- Why you should use the "Double Moon Rule" to morph limp bullets into dynamic forces of nature? Discover the secret that separates the writing gurus from the mere mortals.
- The deadly mistake that even professional copywriters can't seem to shake. It's like watching a palm tree drown in a tsunami. What is it?
- Which two habits do you already do on the regular that can help you effortlessly crank out sizzling bullets like an overzealous influencer on TikTok? It's so easy, it's almost criminal.

- Exactly which multi-sensory words and phrases can make your bullets pop off the page? You won't believe how simple it is.
- 5 ways to easily bank a TON more money by becoming a bullet-writing whiz kid. These methods might surprise you. Are you brave enough to take the leap?

REWRITING IN JASPER

Act like a marketer, rewrite these, and make the mystery more subtle in each

Sure, here are the rewritten fascination bullets, written in a marketing style with subtle mystery:

- Unlock the secret to transforming your copy from lackluster to dynamic. Discover the highly-effective "Double Moon Rule" used by top writers and marketers alike.
- Learn the crucial mistake that even professional copywriters make which could be harming your conversions. Discover the solution to maximizing the potential of your copy.
- Discover the two habits of highly effective writers that can help you effortlessly write captivating bullets that convert like crazy. See your audience engage like never before with this simple technique.
- Discover the powerful multi-sensory words and phrases that can make your copy jump off the page and into the hearts and minds of your audience. Unleash the power of persuasive writing like never before!
- Want to easily hack your way to better copy and greater profits? Discover the 5 secret methods used by bullet-writing whiz kids to take their content to the next level. Achieve success beyond your wildest dreams with these proven techniques!

REWRITING IN JASPER

Good. Now rewrite them with a more sophisticated selling approach

Sure, here are the rewritten fascination bullets with a more sophisticated selling approach:

- Unlock the true potential of your copywriting abilities and captivate your audience with the highly-effective "Double Moon Rule" used by the most elite writers and marketers in the industry.

- Discover the solution to maximizing your conversion rates by avoiding the critical mistake even professional copywriters make. Ensure your copy stands out and resonates with your audience like never before.
- Elevate your writing to the next level with the two habits of highly effective writers. Effortlessly write captivating bullets that engage your audience on a deeper level and inspire them to take action.
- Master the art of persuasion by discovering the powerful, multi-sensory words and phrases that command attention and drive action. Captivate your audience with ease and unlock the power of persuasive writing.
- Unlock the secret methods of bullet-writing whiz kids to effortlessly take your content to new heights and drive greater profits. Achieve unparalleled success in your industry with these 5 proven techniques.

CHATGPT4

Rewrite the following bullets in the style of Katie Byron and had a return after each line:

Embrace the "Double Moon Rule" to transform lackluster bullets into dynamic, unstoppable forces; unleash your true potential.

Beware the lethal mistake even seasoned copywriters fall prey to, one that engulfs their copy like a palm tree swallowed by a monstrous tidal wave.

Harness the power of two everyday habits, already within your grasp, to effortlessly produce scorching bullets like a relentless TikTok influencer.

Discover the precise multi-sensory words and phrases that bring your bullets to life, making them leap off the page with vitality.

Explore 5 ingenious methods to substantially increase your earnings as a bullet-writing prodigy, in ways you never thought possible.

JASPER

Rewrite the following bullets in the style of Katie Byron and had a return after each line:

- How the "Double Moon Rule" transforms weak bullets into powerful forces of nature
- The common error that even professional copywriters struggle with, sinking their copy like a palm tree in a tsunami

- Two existing habits you can leverage to effortlessly create sizzling bullets like an enthusiastic TikTok influencer
- The specific multi-sensory language to use that will make your bullets jump off the page
- Five uncommon strategies for easily earning more money by becoming a bullet-writing prodigy

Note: Jasper didn't capture Katie Byron's tone. Jess suggested it could be because Jasper has "learned" as much as ChatGPT4 at this point and doesn't know who Katie is.