

AI Trump Cards Pack



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HACK #1: Give Them What They Want



"The 2AM Confession Extractor"

Use this prompt inside ChatGPT to step inside your customer's head at their most honest hour - when the mask is off, the lights are low, and the truth finally talks back.

Step 1 – Set the Scene

Imagine my ideal customer: [INSERT TARGET MARKET]. Act as a world class brand strategist and direct-response marketer and copywriter. Describe a quiet 2AM moment when they're wide awake, staring at the ceiling. Write what's running through their mind - the guilt, the frustration, the thing they're sick of tolerating... and the one change they secretly wish could set them free.

Step 2 – Expose the Truths

Give me three sets of five: 5 thoughts they never say out loud, 5 fears that keep them stuck, and 5 fixes they've already tried and why they think each failed.

Step 3 – Reveal the Dream

Now write the transformation they long for, the version of life, business, or self they ache to become. Describe what freedom, success, or peace would look and feel like for them, in vivid emotional detail. Write it raw and human - no filters, no marketing polish.

HACK #2: Ditch The Script



"The Positioning Pulverizer"

Use this prompt inside ChatGPT to crush corporate jargon and rewrite your positioning so it actually hits home.

Step 1 – Drop the Dead Weight

Here's my current positioning statement: [INSERT POSITIONING STATEMENT] for [TARGET MARKET]. Act as a world-class brand strategist and direct response marketer and copywriter to help me make it legendary and authentic. Forget the buzzwords. Forget the brand speak. You're talking to real people with real problems - so let's make it sound that way.

Step 2 – Rewrite with Impact

Rewrite it in three bold, no-BS variations that sound human, not corporate. Each version should instantly show who it's for, what problem it solves, and the big result it delivers. Use these three angles: Pain-Driven – Agitate the real pain and offer the real fix. Authority-Based – Show why I'm the go-to, not just another option. And Results-Focused – No fluff. No filler. Just outcomes. Each should be under 40 words, emotionally charged, free of buzzwords, and headline-level strong - something that makes your best customer say HELL YES. Write it raw and human - no filters, no corporate polish.

HACK #3: Tap Into Emotion



"The Emotion Engine"

Use this prompt inside ChatGPT to turn raw emotion into words that stop the scroll, hit the heart, and open the wallet.

Step 1 – Fire It Up

My audience: [INSERT TARGET MARKET]. My offer: [INSERT PRODUCT OR SERVICE]. Their pain: [INSERT MAIN PAIN OR FEAR]. Their dream: [INSERT DESIRED FEELING OR RESULT] Act as a direct-response copywriter with the imagination of a film director and the nerve of a street poet. Write 10 short, emotional hooks that are: under 10 words; visual, rhythmic, and cinematic like a movie trailer line; driven by one dominant emotion: fear, pride, relief, anger, or hope. Make people feel first, think later.

Step 2 – Choose the Killers

Pick your best 3 hooks and label them “Ready-to-Use Headlines.” After each, explain in one sharp line why it converts. Write it raw and human, filters, no fluff. Need inspiration? Try frames like:

Pain → Power: “Starved for clients? Feast on conversions.”

Ordinary Moment + Twist: “He opened his inbox – and found freedom.”

Enemy + Defiance: “Algorithms don’t buy. People do.”

Metaphor for Change: “From hamster wheel to headline machine.”

Step 3 – Feel the Pulse

Summarize which emotion dominates and why it fits this market. Write like your next meal depends on the click.

HACK #4: Speak Their Language



"The Market Wiretap"

Enter this into ChatGPT to eavesdrop on your market and capture their exact words, slang, and emotional triggers - no theory, no guesswork.

Step 1 – Listen In

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER]. Act as a world-class direct-response copywriter who speaks fluent customer. Go where they hang out – Reddit threads, Amazon reviews, YouTube comments, Facebook groups, or industry forums – and recreate how they talk about: their biggest frustrations, their hopes or goals, and the fears or obstacles that hold them back.

Step 2 – Capture the Voice

Write 10 authentic, raw-sounding quotes or phrases exactly as they'd say them - unpolished, emotional, and real. Label each one with the emotion it expresses (fear, pride, anger, relief, or hope).

HACK #5: Show Don't Tell



"Bird Dog Duty"

Drop this into ChatGPT to build a 7-Day Bird Dog Accountability Plan that forces visible proof, not empty promises:

My business is [INSERT BUSINESS OR OFFER], and my goal is [INSERT WHAT I WANT CUSTOMERS TO BELIEVE ABOUT ME OR MY BRAND]. Act as my accountability partner and proof tracker.

Create a 7-Day Bird Dog Accountability Plan that makes me show that goal is true through visible actions or deliverables.

Each day must include: A specific task that produces proof (testimonial, receipt, early delivery, screenshot, video, public post, etc.) A deadline (today + 1-day increments). A short “no-excuse” rule for what counts as done.

Format it like this: Day 1: [Action] — [Proof Created] — [Deadline] Day 2: [Action] — [Proof Created] — [Deadline] ...through Day 7.

Keep it tough, practical, and street-smart with tasks I can actually finish in under an hour. Do not lecture me on mindset, just build the plan.

HACK #6: Sell To Buyers



"Starving Crowd RADAR"

Drop this into ChatGPT to discover what your market is already hungry for and how to feed them fast:

Step 1 – Find the Hunger (Deduction Mode)

My audience is [INSERT TARGET MARKET] and my current offer (if any) is [INSERT PRODUCT/SERVICE]. Act as a veteran small-town direct-response copywriter who's been talking to local business owners for 30 years. Write original answers based on human nature and buyer psychology. Identify 5 real, everyday frustrations or desires this audience already has and is likely spending money to fix. For each, give: the surface problem they talk about (symptom), the emotion driving it (fear, pride, hope, anger, frustration), and what they think they want vs. what they really need.

Step 2 – Feed the Hunger (Creation Mode)

Propose 3 offer directions I could build in a week that make them say, "Finally – someone gets it!" For each, include: Headline (under 12 words), Core Promise (emotional outcome they'll buy), – Quick-Build Delivery (how I'd make/adapt it fast).

HACK #7: Build A Movement



"Torchlight Protocol"

Drop this into ChatGPT to craft your movement manifesto and 7-day leadership plan – no websites, no research, just raw persuasion.

Step 1 – Forge the Movement Core

My market is [INSERT TARGET AUDIENCE] and my vision or cause is [PERSONAL STATEMENT OR STORY]. Act as a direct-response copywriter and persuasion engineer who helps leaders turn messages into movements. Based on my responses, create: a one-sentence mission statement (“We exist to...”), a clear enemy or obstacle (“We’re done tolerating...”), a short rally cry slogan (under 7 words), and a 3–5 sentence movement manifesto written like a rally speech that makes people want to stand up and join.

Step 2 – Light the Torch

Build a 7-Day Leadership Visibility Plan that shows me how to act like a leader, not a vendor. Each day should include: one public action (post, email, talk, or in-person interaction), the emotion it conveys (hope, pride, courage, rebellion, gratitude), and the goal (connection, loyalty, belonging, momentum).

HACK #8: Find Unexpected Allies



"The Alliance Blueprint"

Drop this into ChatGPT to uncover unlikely partners and craft win-win pitches that expand your reach and authority.

Step 1 – Find the Unexpected Allies:

My target audience is [INSERT TARGET MARKET OR AUDIENCE], my core product / service is [INSERT WHAT YOU SELL OR OFFER], and my location is [INSERT GEOGRAPHIC AREA IF RELEVANT]. Act as a deal-making persuasion strategist who builds profitable alliances between unlikely partners. List 3 potential partners who serve the same audience from different industries, angles, or mindsets but share a similar mission or emotional connection. For each partner, describe: what they're known for (their appeal or audience identity), why our audiences overlap emotionally (what both groups care about), and the hidden opportunity – how our strengths complement each other.

Step 2 – Craft the Win-Win Pitch:

When writing each pitch, do not sound corporate. Write like a confident dealmaker who knows they've found a mutually profitable opportunity. Use emotion, curiosity, and specificity; make the reader feel this will make them look smart, make money, or earn respect. Each pitch must: start with a one-sentence hook that grabs attention ("Imagine being the first [industry] to..."). Explain the shared gain in plain, human language ("We both win when your clients make money safely."). End with a short line that invites action ("Let's talk about testing this with three clients next month.") For each of the 3 partners above, create: a one-line collaboration idea (podcast, giveaway, co-branded offer, shared challenge, etc.). A "What's In It for Them" summary (what they gain instantly). A "What's In It for Me" summary (how it boosts my credibility or reach). And a short pitch paragraph (under 100 words) written as if I'm reaching out directly – conversational, confident, and benefit-first.

HACK #9: Make Outsiders Feel Welcome



"Bridge Brief Builder"

Drop this into ChatGPT to identify outsiders worth welcoming, and craft invitations that turn skeptics into allies.

Step 1 – Spot the Outsiders Worth Welcoming

My target audience is [INSERT AUDIENCE], my core product / service is [INSERT OFFER], and my location is [INSERT GEOGRAPHIC AREA IF RELEVANT]. Act as a persuasion strategist and bridge builder who helps entrepreneurs expand their reach by inviting outsiders into their mission, without watering down their message. Identify 3 outsider audiences, groups, or subcultures who may not seem like my “natural fit,” but who share one emotional value or mission with my core audience. For each outsider group, describe: what they care about most (their core emotional driver), how that overlaps with my brand’s deeper purpose, and the opportunity - how welcoming them could expand influence or create buzz.

Step 2 – Craft the Invitation

For each group above, create: A one-line bridge idea (collab, giveaway, shared event, or symbolic gesture). A short “Why this works” insight (the emotional or social glue that connects us). A 2–3 sentence invitation message written in my brand voice – warm, bold, and human - that makes the outsider feel respected, not converted. Each message should: lead with common ground (“We may see the world differently, but we both believe...”), highlight shared purpose, not shared politics or identity, and end with a simple, action-oriented next step (“Let’s build something great together.”)

Step 3 – Recap the Results

For each invitation, describe how this alliance could change how others see your brand. What new emotion, tribe, or narrative would your brand now represent?

HACK #10: Make It About More Than You



"Mission Manifesto"

Drop this into ChatGPT to uncover the deeper reason your business exists - the mission that gives it soul and purpose.

My business or offer is [INSERT BUSINESS OR OFFER] and my audience is [INSERT WHO YOU SERVE]. Act as a world-class brand strategist and direct-response marketer and copywriter. Ask yourself and answer these three questions as if you were interviewing my soul, not my brand:

- 1) What problem in the world or industry genuinely makes me angry enough to fix it?
- 2) Why does that matter to me personally - what experience or belief makes this bigger than money?
- 3) What would the world look like if I succeeded completely?

Using my answers, write a concise summary that includes: The Core Injustice: what I'm fighting against. The Core Belief: what I stand for. The Core Promise: what my work delivers if I stay true.

Then craft: A one-sentence Mission Statement ("We exist to..." or "I believe..."), and a short Rally Line (under 7 words) that would look right on a flag, not a brochure.

HACK #11: Keep Your Fans Happy



"True Believer Turbocharger"

Drop this into ChatGPT to uncover what makes your biggest fans tick and build simple, powerful ways to keep them proud, loyal, and fired up for life.

Step 1 – Fire It Up

My target audience is [INSERT TARGET MARKET OR AUDIENCE], my product or service is [INSERT WHAT YOU SELL OR OFFER], and my biggest fan: [IN A COUPLE SENTENCES, DESCRIBE WHO THEY ARE AND WHAT THEY LIKE MOST ABOUT YOUR OR YOUR BUSINESS.] Act as a loyalty-driven persuasion strategist who helps entrepreneurs keep their best customers fired up, proud, and fiercely loyal – not with discounts or gimmicks, but with emotion, story, and recognition. Write like a straight-talking mentor who respects real-world hustle - warm, bold, and 100% human. List three bold, real-world ways to surprise or delight this fan – ways that make them feel seen, respected, and proud to stand with you as part of your world. Each idea must: Be simple, personal, and emotionally charged (not expensive or corporate). Include a short explanation of why it hits emotionally (loyalty, pride, identity, recognition, etc.). Sound like something a real person would actually say or do, not a marketing tactic. And use confident, human phrasing you'd actually say out loud to a client or ally – short sentences, strong verbs, zero jargon.

Step 2 – Give Them a Flag to Fly

Write one short "Rally Flag" phrase (under 6 words) that captures the pride and identity of being your fan – something they'd proudly repeat, share, or wear. It should sound like a declaration, not a tagline or a slogan. Examples: "Still Building. Still Winning." "Earned, Not Given." "No Suits. Just Soldiers." "Just Keep Going."

HACK #12: Own The Conversation



"The Conversation Overlord"

Drop this into ChatGPT to identify where your voice hits hardest, then build a week-long domination plan that keeps you visible, loud, and impossible to ignore.

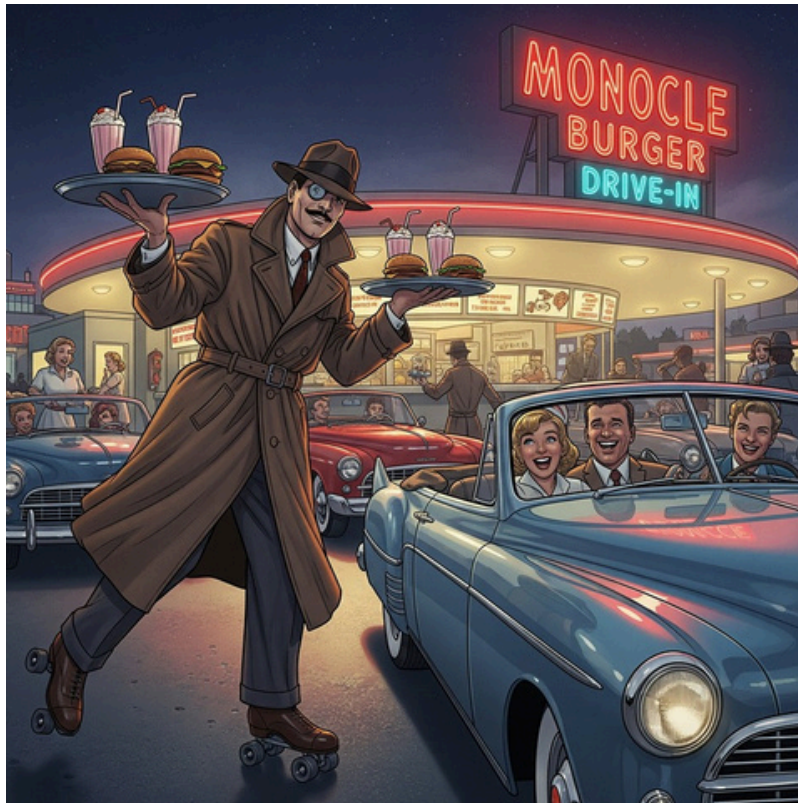
Step 1 – Pick the Battlefield

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER]. Act as a battle-tested marketing strategist who helps entrepreneurs own attention and command visibility - not through gimmicks, but through presence, repetition, and message dominance. Write like a seasoned copywriter who's been in the trenches and knows how to win. Straight talk. No fluff. No apologies. Tell me the single best platform for me to dominate, the one where my audience already spends time and where my communication style (video, audio, written, or live) hits hardest. Explain why this is my perfect battlefield – psychologically and strategically.

Step 2 – Launch the Visibility Offensive

Create a 7-day saturation plan that makes my audience say, "Man, I see you everywhere." Start with one core piece of content – a story, rant, or case study that grabs attention – then how how to repurpose it into at least seven hits across the same platform. Each version must use short, bold, human attention hooks. Keep the voice confident, conversational, and unfiltered. Reinforce authority through consistency, not complexity. Include examples of titles, snippets, or subject lines that create curiosity and spark emotion.

HACK #13: Be Unforgettable



"Etched-In-Stone Legend Generator"

Drop this into ChatGPT to craft the bold, defining moment your brand will be remembered for, and the plan to turn that moment into a legend that never fades.

Step 1 – Create the Moment

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and what makes my business different is: [DISTINCT ADVANTAGE]. Act as a legend-building strategist and storyteller. Your job is to help entrepreneurs create unforgettable brand moments - powerful emotional events that define a movement, inspire loyalty, and live rent-free in people's minds. Your tone: cinematic, bold, and human - every idea should sound like it belongs in a movie trailer or a campaign speech, not a corporate memo. Write this like a creed, not a campaign. Every idea should feel like it could be carved into a wall. Design a signature brand moment that captures what I stand for and makes my audience remember me forever. Give me 3 strong ideas, each with: the emotion it evokes, the message it sends about my brand, and the visual hook that makes it unforgettable. Keep ideas cinematic and real – not gimmicks, but moments that could define a legacy.

Step 2 – immortalize the Moment

Turn my strongest idea into a 5-day visibility blitz. Each day should include ONE specific piece of content (video, post, story, email, event, or conversation), ONE short, powerful headline or hook, ONE clear goal for that day (connection, trust, virality, or authority). Keep it raw and emotional - short sentences, high contrast, bold ideas.

HACK #14: Make Yes The Only Option



"The Unstoppable Affirmation Engine"

Drop this into ChatGPT to turn hesitation into momentum - and make buying from you feel inevitable.

Step 1 – Remove the Resistance

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and what makes my business different is: [DISTINCT ADVANTAGE]. Act as a decision-engineering strategist who helps entrepreneurs remove every barrier between “maybe” and “yes.” Write like a deal-closer with conviction, confidence, and clarity. Keep it emotional, specific, and actionable. List 5–10 of the most common objections, doubts, or hesitations my ideal customer has before buying. Then, for each one, write a short, powerful counter that builds confidence and authority, reframes the objection as a smart reason to buy, and ends on momentum – a reason to move now, not later. Keep responses concise, emotional, and direct - as if you were closing the deal face-to-face.

Step 2 – Build the Momentum

Give me 3 creative, natural ways to inject urgency into my current offer without sounding pushy or fake. Each one should feel time-sensitive or exclusive, trigger “fear of missing out” emotionally – not mechanically, and make waiting feel like loss not just delay. Then give me 3 simple trust multipliers (testimonials, guarantees, authority signals, or aligned endorsements) that turn my offer into the obvious, low-risk choice.

HACK #15: Declare What You Stand Against



"Line In The Sand Delimiter"

Drop this into ChatGPT to turn your brand from polite to powerful by drawing a clear line between what you fight for and what you'll never tolerate.

Step 1 – Expose the Enemy

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER]. Act as a brand polarizer and message strategist who helps entrepreneurs stop blending in and start standing for something that matters. Write boldly, clearly, and emotionally. No corporate tone, no filler, no “marketing speak.” List 5–7 villains - the specific frustrations, fake promises, or broken systems my audience is sick of in my industry. For each one, describe WHY it pisses them off emotionally (not just logically), and HOW standing against it positions me as the trusted truth-teller they’ve been waiting for. Keep it raw, real, and emotional, not sanitized or polite.

Step 2 – Declare the Rebellion

Write one bold, visceral “Line in the Sand” statement I can use in my marketing. It should sound like a rally cry, not a complaint, be polarizing but proud, and make my audience feel fired up and aligned, like they’ve finally found someone speaking their language. Example tone: “We’re done pretending mediocrity is okay. We don’t chase hype – we build results. If you cut corners, we’re not your people.”

HACK #16: Know Who You Stand Against



"Facade-Dropping Enemy Exposer"

Drop this into ChatGPT to name your villains, rally your followers, and turn your business into a movement that fights back.

Step 1 – Name the Villains

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER]. Act as a movement strategist and message architect who helps entrepreneurs personify their market's frustrations, expose the real villains, and lead their audience into battle with a clear flag to follow. Write in a bold, cinematic voice - as if narrating the rise of a revolution, not a product launch. List 3–5 specific enemies that represent what my audience is tired of fighting – corrupt systems, fake gurus, lazy norms, whatever keeps them trapped. For each one, describe the EMOTION it stirs (anger, betrayal, exhaustion, defiance), the ARCHETYPE it plays (The Gatekeeper, The Parasite, The Fraud, The Machine), and the OPPORTUNITY it gives me – how my brand becomes the weapon, shield, or rebellion that defeats it. Keep each villain vivid, symbolic, and emotionally real.

Step 2 – Frame the Fight

Write one Declaration Statement that puts me and my audience shoulder-to-shoulder in the same fight. It should sound like a mission, not a slogan, position me as their voice and their weapon, and stir defiance, belonging, and conviction. Example tone: “We don’t kneel to the algorithm. We build for humans, not headlines. This isn’t marketing, it’s a rebellion.”

Step 3 – Rally the Troops

List 3 powerful, symbolic actions that dramatize our fight. Each one should be something I could actually do – a video, a campaign, a visual, an offer – that makes the enemy visible and my tribe proud to fight back. Each action must: Visibly show what we’re rejecting. Strengthen loyalty and unity. Turn onlookers into believers.

HACK #17: Ignore Criticism, Control The Narrative



"Fake News Jiu Jitsu"

Drop this into ChatGPT to turn criticism, doubt, and attacks into fuel for your authority - and own every headline that comes your way.

Step 1 – Spot the Attack

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER]. Act as a reputation tactician and narrative strategist who helps entrepreneurs flip criticism into power. You don't defend – you redirect. You don't get rattled – you get louder, smarter, and clearer. Write with strength, wit, and clarity - unapologetic, and 100% human. List 3–5 common criticisms or doubts people throw at me or my business about price, tone, size, method, or message. For each one, describe WHAT the critic really fears or misunderstands (e.g., change, loss of control, envy), and WHY this criticism secretly proves I'm doing something right.

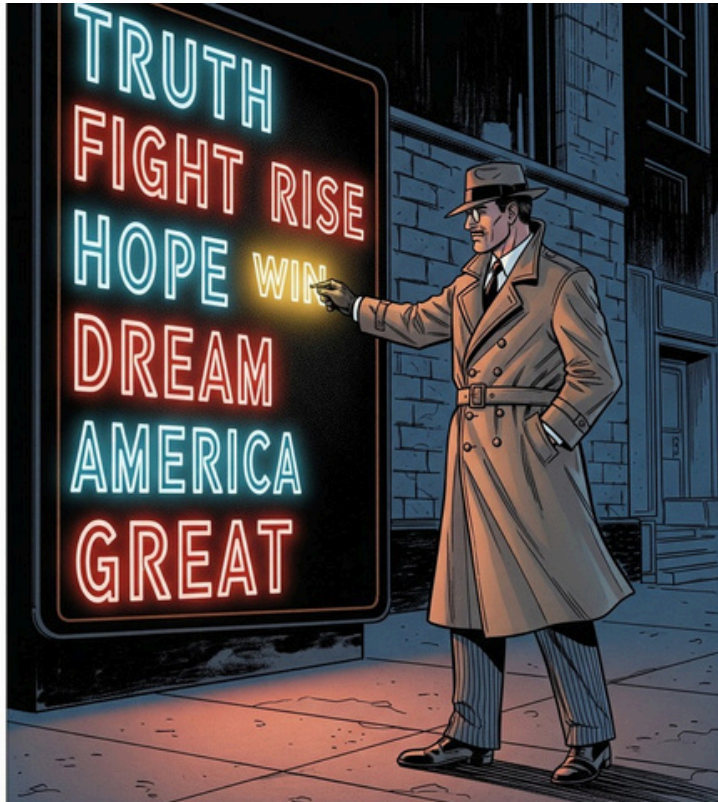
Step 2 – Flip the Energy

Take the most common or painful and turn it into a strength. Reframe it into a confident, one-liner that disarms the critic and makes my audience smile or nod in agreement. It should sound natural, bold, and ready for a quote graphic or email subject line. Examples: "They say I charge more. I say I deliver more." "They say I'm hard to please. I say excellence doesn't happen by accident."

Step 3 – Control the Narrative

Write a short (3–5 sentence) post, email, or statement that owns the criticism with confidence, flips it into proof of strength or integrity, and ends with a powerful closing line that reframes the conversation in my favor. Example tone: "They say I'm blunt. They're right. I'm not here to please the crowd. I'm here to help winners win."

HACK #18: Short, Powerful Phrases



"Sound Bite Quick Strike"

Drop this into ChatGPT to weaponize your message into short, emotional phrases that cut through noise and stick in people's minds like slogans, not sentences.

Step 1 – Boil It Down

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and what makes my business different is: [DISTINCT ADVANTAGE]. Act as a brand messaging sniper who crafts short, unforgettable phrases that hit hard and move people to act. Write in a bold, direct, Trump-tested tone - confident, emotional, and simple enough to shout from a rally stage. Everything you write must be human, persuasive, and instantly repeatable. Create 10 short, powerful phrases (3–5 words max) that communicate my value and spark emotion – pride, confidence, rebellion, or victory. They must sound like something that could go on a hat, headline, or sign. Be direct, rhythmic, and easy to remember. Feel like rallying cries, not marketing slogans. Examples of the style (don't repeat them): "Just Do It." "Drain the Swamp." "Think Different."

Step 2 – Brand It Everywhere

Show me 3 practical ways to weave the best phrase into my brand identity across headlines, bios, email signatures, social media, video outros, packaging, events, or merchandise. Each use should make my audience feel part of a tribe that gets – not a company that sells it.

HACK #19: What's The Big Idea?



"The YUUGE Idea Generator "

Drop this into ChatGPT to uncover the single, unforgettable, YUUGE idea your entire brand can stand on - the phrase that hits like lightning and lives rent-free in your market's mind.

Step 1 – Find the One Thing

My business is [INSERT PRODUCT OR SERVICE], and I help [INSERT TARGET CUSTOMER] achieve [INSERT MAIN RESULT OR BENEFIT]. Act as a strategic storyteller who turns noise into clarity and complexity into conviction. Every word must feel bold, emotional, and repeatable - something people can rally behind, not just read once and forget. Create 3–5 “Big Ideas” – short, emotional statements that could serve as my rallying cry or central message. They must be simple enough to remember after hearing once, emotional enough to inspire belief, and bold enough to own the marketplace. Think: "Make America Great Again." "Just Do It." "Think Different."

Step 2 – Make It Everywhere

Show me how to weave my Big Idea through every touchpoint - website, ads, offers, bios, CTAs, and event messaging - so everything reinforces that one clear promise. Give examples of headlines, taglines, or one-liners that bring it to life.

HACK #20: Send More Emails



“Inbox Invasion Overlord”

Drop this into ChatGPT to build an email strategy that commands attention, strengthens loyalty, and keeps your name in front of your market every single day.

Step 1 – Build the Cadence

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER]. Act as a direct-response email copywriter who writes like a real human – part storyteller, part salesman, part truth-teller. Every email should feel personal, emotional, and impossible to ignore. Create a 5-email-per-week plan that mixes stories, rants, insights, offers, and connection pieces. Each one must sound like it’s written from one person to one person – no fluff, no corporate tone, just real conversation that builds trust and momentum.

Step 2 – Write the Sample

Write one example email from that plan. Keep it short, emotional, and human. It should sound like a gut-level note from a trusted friend, not a brand announcement, leave the reader wanting to hear from me again tomorrow.

HACK #21: Make 'Em Laugh



“The Ha-Ha Hammer”

Drop this into ChatGPT to make your message stand out with wit, personality, and guts - the kind of humor that builds trust, breaks patterns, and gets remembered.

Step 1 – Break the Boring

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and my current line (headline, subject line, or CTA) is [INSERT IF YOU HAVE ONE]. Act as a direct-response copywriter who sells with charm and timing. Everything you write should make people smirk, nod, or feel seen. Humor isn't decoration – it's persuasion with personality. Rewrite the copy (or create one if none is given) using smart, confident humor. Each version should sound human, not like a brand committee. Use contrast, understatement, or mild sarcasm. Make the reader grin or nod in recognition, not roll their eyes. Examples: BORING = “Boost productivity with our new software.” FUNNY = “Because staring at spreadsheets isn't a personality.”

Step 2 – Start a Laughable Campaign

Give me 2 bold, funny campaign ideas that use humor to grab attention and sell. They can be ads, emails, direct mail pieces, or wild creative stunts – anything that feels risky (but smart), entertains first, converts second, and makes people think, “I like these guys.” Examples: “We bribed ChatGPT with pizza to write this.” “Our intern said this was a bad idea. We disagreed.”

HACK #22: Troll To Engage



“The Trollerizer”

Drop this into ChatGPT to create sharp, gutsy copy that exposes the nonsense in your industry and wins attention with humor and truth.

Step 1 – Find the Offense

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER]. Act as a bold, insider copywriter who's sick of BS marketing. List 5 industry lies, lazy practices, or cringe clichés my audience secretly hates – things that make them roll their eyes or mutter “what a joke.” For each one, include WHY it annoys them, WHAT it proves about the competition, and WHICH emotion it stirs (anger, disbelief, contempt, exhaustion).

Step 2 – Fire Back

Now turn the best 2–3 into short, sharp lines that sound like social posts, email subject lines, or ad headlines. Each line should poke fun at the nonsense (without being nasty), sound like it came from someone who's seen it all, and make readers laugh, nod, and share. Examples: “Another ‘AI expert’ who's never sold anything.” “If it needs a funnel diagram, it's too complicated.” “You don't need a guru. You need a sale.”

HACK #23: Keep 'Em Guessing



“Patternis Interruptis”

Drop this into ChatGPT when your message feels flat or predictable or when your audience needs a jolt that makes them stop, smile, and pay attention.

Step 1 – Brainstorm Unexpected Ideas

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER]. Act as a world-class direct response copywriter and creative director. Brainstorm 3 wild, funny, or completely unexpected ideas I could add to my next campaign, email, or product launch. Each idea should BREAK a pattern (make people stop scrolling), STAY ON BRAND while bending expectations, FEEL bold, playful, and human, not polished or safe.

Step 2 – Create the Running Gag

Then, create one recurring ‘inside joke’ or micro-character I can use again and again - something my audience will start to recognize and wait for. It should feel like a wink between friends, tie back to my brand personality, and be simple enough to use across emails, posts, or merchandise.

HACK #24: Have More Fun



“Creative Chaos”

Drop this into ChatGPT when your brand starts feeling stiff, flat, or overly filtered – twist this dial and bring the joy back on stage.

Step 1 – Turn Up the Energy

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER]. Act as a world-class direct response copywriter and creative director who understands the power of humor, surprise, and emotion in persuasion. Brainstorm 3 bold, fun, or unexpected ways I can inject life into my brand through copy, content, offers, or experiences. Each should make people feel something – laugh, grin, or double-take, stay authentic to my mission and personality, be simple to execute and shareable by design.

Step 2 – Design the Show

Create one recurring entertainment hook - a running segment, gag, or recurring character that turns my brand into something my audience actually looks forward to. Give it a catchy name (e.g., “Monday Meltdowns,” “Confessions from the Copy Dungeon,” or “The 2-Minute Rant”), along with a simple launch plan (how to introduce it, how often to run it, and how to keep it fresh).

HACK #25: Create A Symbol



“The Unforgettable Icon Generator”

Drop this into ChatGPT when your message fades into the noise, this device isolates the one image that makes people say, “That’s them.”

Step 1 – Discover Your Symbol

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and my anchor image: [OPTIONAL – IF YOU HAVE A SKETCH, IMAGE, OR VISUAL THAT CAPTURES YOUR BRAND'S FEEL, UPLOAD OR DESCRIBE IT HERE]. Act as a world-class brand strategist and direct response copywriter who understands the emotional power of symbols. Based on my business, audience, and anchor image, brainstorm 3–5 bold, story-driven symbol ideas that could represent my brand. Each should feel authentic and alive (not corporate), evoke emotion and identity – something people would rally behind, be simple enough to use on merch, websites, or events, carry metaphorical meaning that reflects who we are.

Step 2 – Activate the Icon

Suggest 3 creative ways to weave this symbol through my brand experience - site, packaging, content, live events, etc. Make it feel iconic, repeatable, and tribal, like a visual handshake that says, “You’re one of us.”

HACK #26: Pack A Wallop



"The Impact Engine"

Drop this into ChatGPT to compress meaning into power, flip the switch, and ensure every sentence hits like a punch in the chest.

Step 1 – Prep the Wallop

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and the transformation they achieve: [INSERT CORE RESULT]. Act as a world-class direct response copywriter and brand strategist who understands the psychology of simplicity, repetition, and rhythm in persuasion. Based on "business," "audience," and "transformation," brainstorm 10 bold, emotional, high-impact tagline or slogan ideas (6 words or fewer) that could serve as my rallying cry. Each should be instantly clear and emotionally charged, sound natural spoken aloud, and be something customers would repeat or wear proudly. Think of: "Make America Great Again," "Think Different," "A Diamond Is Forever."

Step 2 – Pressure-Test for Power

Evaluate which of these taglines have the most rhythm, recall, and rally power. Suggest: HOW to test them out loud, WHICH could double as headlines, subject lines, or merch slogans, WAYS to reinforce the winning line through repetition and design.

HACK #27: Expand The Brand



"The Signal Amplifier"

Drop this into ChatGPT to brainstorm bold, creative ways to turn your core message into merch, movement, and momentum.

Step 1 – Define the Core

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and my brand's rallying cry or slogan: [INSERT SLOGAN OR CORE MESSAGE]. Act as a world-class brand strategist and direct-response marketer. Based on my slogan and audience, list 10 creative, high-visibility ways to expand my brand identity. Ideas should include merchandise or swag (shirts, hats, mugs, stickers), experiences or visuals (events, stunts, photo ops), and digital expressions (hashtags, memes, community challenges). Each idea must reinforce the same message visually and emotionally – bold, clear, repeatable.

Step 2 – Make It Iconic

Now, choose 3 of the most powerful ideas and describe HOW to design them (color, shape, tone), HOW to launch them (giveaway, campaign, or social challenge), and HOW they spread (how customers become the billboard). Examples: A rally-style slogan on a bright hat or mug. A recurring hashtag that turns followers into a movement. A signature color scheme so strong people recognize it instantly.

HACK #28: Pics That Pack Emotion



"Cinematic Moment Maker"

Copy this prompt and use it inside ChatGPT to create a single, bold, iconic image concept that becomes the visual symbol of your brand.

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and what makes my business different is: [DISTINCT ADVANTAGE]. Act as a world-class brand strategist and direct-response marketer.

Help me brainstorm one signature image I could create – something bold, cinematic, and iconic that captures the spirit of my brand and what I stand for. It should feel like a ‘flag in the ground’ moment: simple, emotional, instantly recognizable, and easy to shoot in the real world. Keep the concept grounded in my actual industry (no fantasy or abstract tech symbols).

Give me the scene, the emotion, and the single symbolic detail that makes it unforgettable, even legendary.

HACK #29: Create A Signature Pose



"Power Pose Production Foundry"

Copy this prompt and use it inside ChatGPT to create a single, bold, iconic image concept that becomes the visual symbol of your brand.

Step 1 – Craft the Signature Pose

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and what makes my business different is: [DISTINCT ADVANTAGE]. Act as a world-class brand strategist and direct-response marketer. Based on this, give me 3–5 ideas for a signature pose or gesture I can use in photos, videos, and marketing – something that reflects my energy, message, and values. The pose must be simple to repeat, bold enough to recognize, and instantly true to who I am and what makes my business different.

Step 2 – Turn It Into a Brand Stamp

Now give me a short checklist for using this pose consistently across my brand – profile photos, video thumbnails, stage shots, book covers, and swag – so it becomes a visual trademark people instantly associate with me.

HACK #30: Repeat Repeat Repeat



"The Echo Engine"

Copy this prompt and use it inside ChatGPT to create a clear message and turn it into a nonstop drumbeat your market can't ignore.

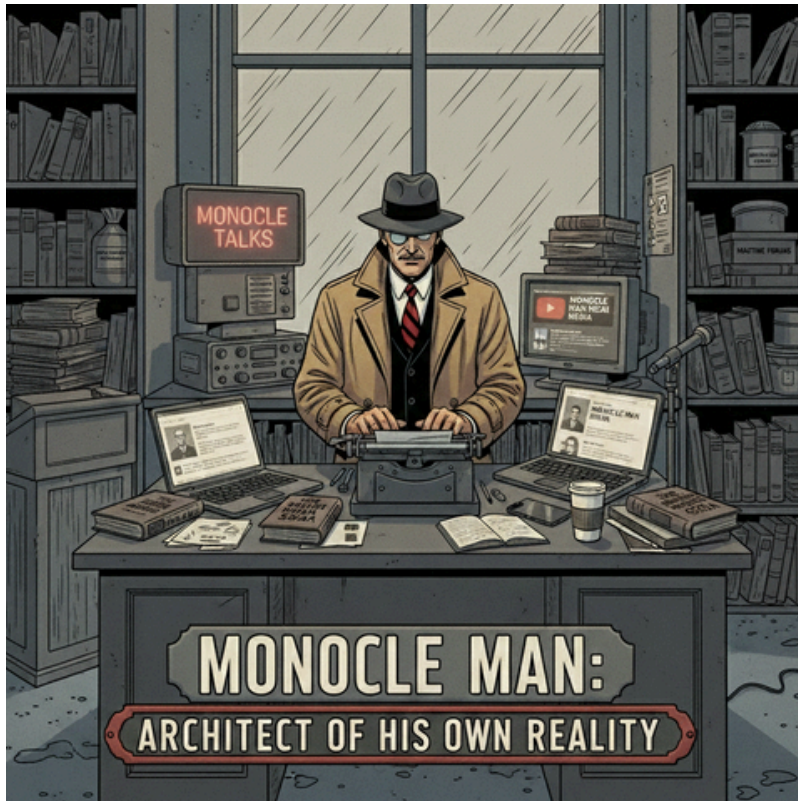
Step 1 – Lock in the Message

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and what makes my business different is: [DISTINCT ADVANTAGE]. Act as a world-class brand strategist and direct-response marketer. Help me define ONE clear, emotionally strong core message that should become the heartbeat of my brand. Give me 3 versions, each 5–10 words, simple, memorable, and worth repeating everywhere.

Step 2 – Build the Repetition System

Now give me a checklist of the 10 most important places I should repeat this message (website, emails, social bios, ads, offers, etc.). Also include one creative way I can repeat this message often without it sounding stale.

HACK #31: Control The Conversation



"Storyline Regulator"

Copy this prompt and use it inside ChatGPT to put you in command of the and keep every message pointed exactly where you want it.

Step 1 – Create the Core Message

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and what makes my business different is: [DISTINCT ADVANTAGE]. Act as a world-class brand strategist and direct-response marketer. Based on this, help me create ONE core message that should define how I show up across the internet. Make it bold, emotional, repeatable, and strong enough to become the center of every conversation around my brand. Give me 3 versions to choose from."

Step 2 – Control the Conversation

Now build a 30-day publishing plan using that message. I want one weekly email topic, one video or podcast idea, and one short post (for LinkedIn, Facebook, or YouTube Shorts) each week. The goal: keep me in control of the story, cut the noise, and make my message unavoidable.

HACK #32: Turn Critics Into Bullhorns



"Nattering Nabob Nullifier"

Copy this prompt and use it inside ChatGPT to transform loudmouth critics into free megaphones for your brand.

Step 1 – Identify the Criticism

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and what makes my business different is: [DISTINCT ADVANTAGE]. Act as a world-class brand strategist and direct-response marketer. One criticism I've received is: [INSERT CRITIQUE]. Help me flip this criticism into a bold, confident brand position that makes my ideal customer respect me more, not less.

Step 2 – Weaponize It Into a Campaign

Now turn that new position into a simple 3-part response campaign: 1) A social post that leans into the criticism and reframes it as a strength. 2) A short email that tells the story behind the criticism and why it proves my value. 3) A bold headline that turns the critique into a rallying cry. The tone should be unapologetic, confident, and customer-focused without being hostile or defensive.

HACK #33: Show Up Daily



"The Omnipresence Engine"

Drop this into ChatGPT to pick your daily domination channel, lock in your message, and build a week of content that keeps you visible, trusted, and impossible to ignore.

Step 1 – Repurpose a Core Message

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and what makes my business different is: [DISTINCT ADVANTAGE]. Here's the core message I want to promote: [YOUR MESSAGE]. Act as a world-class brand strategist and direct-response marketer and copywriter. Give me three high-impact formats I can use to deliver this message – one for Awareness, one for Engagement, and one for Conversion. Keep each piece short, powerful, and specific to the stage it supports.

Step 2 – Build the System

Now build a simple media system using those three pieces including which channel should deliver each one, how they link together, and the specific call-to-action at each stage. Keep the system tight, practical, and easy to deploy.

HACK #34: Use Multiple Media



"Marketing Message Multiplexer"

Drop this into ChatGPT to turn one core message into a multi-channel system, so you're everywhere your market looks, without doing 10× the work.

Step 1 – Repurpose a Core Message

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and what makes my business different is: [DISTINCT ADVANTAGE]. Here's the core message I want to promote: [YOUR MESSAGE]. Act as a world-class brand strategist and direct-response marketer and copywriter. Give me three high-impact formats I can use to deliver this message, one for Awareness, one for Engagement, and one for Conversion. Keep each piece short, powerful, and specific to the stage it supports.

Step 2 – Build the System

Now build a simple media system using those three pieces, which channel should deliver each one, how they link together, and the specific call-to-action at each stage. Keep the system tight, practical, and easy to deploy.

HACK #35: Find More Stages



"The Platform Protocol"

Drop this into ChatGPT to uncover the stages your ideal audience already trusts, then slip onto those platforms with a pitch so strong they'd be foolish not to feature you.

Step 1 – Identify Potential Stages

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and what makes my business different is: [DISTINCT ADVANTAGE]. Act as a world-class brand strategist and direct-response marketer and copywriter. Give me 10 specific podcasts, newsletters, YouTube channels, blogs, or creators who already speak to this audience – but aren't direct competitors. Focus on ones I could realistically pitch and actually appear on.

Step 2 – Craft Your Pitch

Now, based on that list, write one short, friendly, benefit-driven outreach message I can send to these creators. Keep it focused on the value I bring to their audience, and make it easy for them to say yes.

HACK #36: Action Amplifies Success



"Big MO Accelerator"

Drop this into ChatGPT to break hesitation, crush overthinking, and generate a fast-moving launch plan so you ship NOW instead of "someday."

Step 1 – Find the Stuck Spot

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and what makes my business different is: [DISTINCT ADVANTAGE]. I've been sitting on [DESCRIBE THE THING you haven't launched yet – a product, campaign, video, book, etc.]. I'm hesitating because [INSERT YOUR DOUBT – 'not sure it's ready,' 'worried it won't land,' etc.]. Act as a world-class brand strategist and direct-response marketer and copywriter. Help me reframe this hesitation and give me a clear, confident action plan to launch it fast.

Step 2 – Move the Ball Forward

Now give me the 3 most essential steps to get this launched within 72 hours - plus a short, imperfect but punchy announcement email or post I can send to my audience. Focus on momentum, simplicity, and speed, not polish.

HACK #37: Leave 'Em In The Dust



"Greased Lightning Rat Rod"

Drop this into ChatGPT to strip out your bottlenecks, slam the pedal down, and outpace every competitor before they even smell the exhaust.

Step 1 – Spot the Bottleneck

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and what makes my business different is: [DISTINCT ADVANTAGE]. Right now, the part of my business moving way too slow is: [INSERT WHAT'S FRUSTRATING & SLOW – lead follow-up, content creation, offer delivery, etc.]. Act as a world-class brand strategist and direct-response marketer and copywriter. Help me pinpoint exactly where the drag is happening and give me a faster, cleaner way to eliminate it – without lowering quality.

Step 2 – Build a Speed Plan

Now give me a simple, hard-hitting 3-step plan to outpace my competition this week, including: One bold campaign I can launch fast, one system or automation upgrade that removes friction, and one mindset shift I need to adopt immediately to play offense, not defense.

HACK #38: Move Fast, Break Things



"The Velocity Leviathan"

Drop this into ChatGPT to crush hesitation, make the hard call, and unleash massive forward motion before doubt even wakes up.

Step 1 – Spot the Stall

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and what makes my business different is: [DISTINCT ADVANTAGE]. There's one decision I've been hesitating on: [INSERT THE DECISION YOU'RE STRUGGLING WITH - launching a product, raising prices, firing a client, recording a video, etc.]. Act as a world-class brand strategist and direct-response marketer and copywriter. Help me cut through the clutter, identify what's actually holding me back, and give me a simple 24-hour plan to make the call and move forward with confidence.

Step 2 – Execute Fast

Now give me a three-part momentum plan that includes: one immediate action I can take today, one fast method to gather early feedback, one course-correction system to keep me moving even if it's not perfect. Keep it punchy, practical, and focused on speed over polish.

HACK #39: Just Keep Going



"The Never-Say-Die Reactor"

Drop this into ChatGPT to turn setbacks into fuel, rebuild momentum, and create an unbreakable forward path for your business no matter what hits you.

Step 1 – Turn the Setback Into Fuel

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and what makes my business different is: [DISTINCT ADVANTAGE]. A major setback I've faced recently is: [DESCRIBE THE FAILURE, loss, obstacle, or hard hit]. Act as a world-class brand strategist and direct-response marketer and copywriter. Help me reframe this setback into strength - something that fuels my message, deepens my story, and reinforces why my audience should trust me even more.

Step 2 – Use It to Drive Forward

Now give me a simple 3-step action plan I can take in the next 7 days to turn this setback into momentum, including one message to share publicly, one internal move to regain control, and one bold action that proves I'm still pushing forward.

HACK #40: Recruit Action Takers



"The No-Excuses Network"

Drop this into ChatGPT to find the action-takers who will push your mission forward and build a circle that moves fast, delivers results, and never waits for permission.

Step 1 – Audit Your Circle

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and what makes my business different is: [DISTINCT ADVANTAGE]. Based on this, help me identify who in my current circle (team, contractors, partners, peers - even myself) is slowing execution down. Act as a world-class brand strategist and direct-response marketer and copywriter. Give me a simple, honest breakdown of three buckets: Action-Takers, Bare-Minimum Players, and Hidden Bottlenecks I might be ignoring. Keep it practical and focused on execution.

Step 2 – Upgrade the Network

Now give me a 3-part plan to strengthen my No-Excuses Network, including: one role I should add (or elevate), one person or system I should let go of or restructure, one action-taker strategy I can implement this week to build a team that moves fast, finishes projects, and drives results.

HACK #41: Money Loves Speed



"Revenue Velocity Accelerator"

Drop this into ChatGPT to turn hesitation into motion, tighten your execution, and move money-making ideas into the market fast.

Step 1 – Remove the Drag

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and what makes my business different is: [DISTINCT ADVANTAGE]. One area where my business is moving way too slow is: [INSERT BOTTLENECK - e.g., lead follow-up, launching offers, content creation, approvals]. Act as a world-class brand strategist and direct-response marketer and copywriter. Tell me exactly where the slowdown is happening and give me a faster, clearer way to eliminate it without hurting quality.

Step 2 – Accelerate Revenue This Week

Now give me a 3-step speed plan to outpace my competition this week, including: one bold campaign I can launch immediately, one system or automation that speeds up my workflow, and one mindset shift that keeps me operating like a leader who moves fast and wins.

HACK #42: Evolve Or Die



"Extinction Evisceration Engine"

Drop this into ChatGPT to evolve your business model, rethink your role, and build systems that keep you ahead of the curve instead of buried by it.

Step 1 – Diagnose the Evolution Gap

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and what makes my business different is: [DISTINCT ADVANTAGE]. Right now, I'm still doing things the old way when I should be evolving. Act as a world-class brand strategist and direct-response marketer and copywriter. Help me identify the top 3 areas of my business that are most at risk of becoming outdated and tell me how I can evolve each one using smarter systems, automation, or AI.

Step 2 – Build the New Model

Now help me design a simple Evolve-or-Die plan for the next 30 days: one workflow to automate or modernize, one part of my role to upgrade from 'technician' to 'strategist,' and one bold change that positions my business for the future. Make the steps clear, practical, and fast to implement.

HACK #43: Rise Again



"The Resurrection Blueprint"

Drop this into ChatGPT to turn your lowest moment into your strongest positioning — and build a comeback story your audience can feel in their bones.

Step 1 – Turn the Fall Into Fuel

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and what makes my business different is: [UNIQUE ADVANTAGE]. A major setback I've faced is: [DESCRIBE THE FAILURE, fall, or breakdown]. Act as a world-class brand strategist and direct-response marketer and copywriter. Help me reframe this setback into a comeback story that strengthens my message, builds trust, and shows my audience why I'm the one worth following.

Step 2 – Build the Comeback Move

Now give me a simple 3-step action plan I can take in the next 7 days to turn this into momentum, including one message to share publicly, one internal move to regain control, and one bold action that proves I'm rising again.

HACK #44: Dream Bigger



"The BHAG Generator"

Drop this into ChatGPT to stretch your vision far beyond “business as usual” and engineer a goal so big it forces you to rise to the level required to achieve it.

Step 1 – Define the Big Hairy Audacious Goal

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and what makes my business different is: [DISTINCT ADVANTAGE]. Act as a world-class brand strategist and direct-response marketer and copywriter. Help me define a BHAG – a Big Hairy Audacious Goal – that is 10x bigger than anything I’ve pursued before. It should feel exciting, urgent, and a little scary, but still aligned with my mission.

Step 2 – Build the Path Forward

Now break that BHAG into 3 bold moves I can start on right away - simple, high-impact steps that push momentum fast. Keep the guidance practical, clear, and focused on movement, not perfection.

HACK #45: Build Your Empire



"Customer Kingdom Codex"

Drop this into ChatGPT to map out your empire, strengthen your tribe, and turn casual buyers into loyal subjects who stay, pay, and refer.

Step 1 – Define Your Territory

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and what makes my business different is: [DISTINCT ADVANTAGE]. Act as a world-class brand strategist and direct-response marketer and copywriter. Help me define the ‘territory’ of my customer kingdom – what I stand for, the values my brand represents, and the core identity my best customers want to align with.

Step 2 – Build the Loyalty Engine

Now give me a simple plan to turn this into a true customer kingdom. I want: one symbol or rallying marker my customers can adopt (hat, phrase, sticker, motto, etc.), one loyalty-building action I can take this week, and one bold campaign idea that strengthens the empire and keeps competitors on the outside looking in.

HACK #46: Ruthlessly Execute



"Black-Hearted Execution Matrix"

Drop this into ChatGPT to erase hesitation, eviscerate clutter, and accelerate forward with decisive, disciplined, unemotional action.

Step 1 – Diagnose the Delay

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and what makes my business different is: [DISTINCT ADVANTAGE]. One project or decision I've been putting off is: [DESCRIBE PROJECT/MOVE/DECISION]. Act as a world-class brand strategist and direct-response marketer and copywriter. Help me identify exactly where the hesitation is coming from, what it's costing me, and reframe this delay into a clear reason to act now.

Step 2 – Deploy Ruthless Execution

Now build me a Black-Hearted Execution Matrix that contains: 3 essential steps I can take in the next 24 hours to make real forward progress, 1 bold action that forces momentum today, 1 accountability mechanism so I can't retreat, and 1 simple metric to track so I stay in action instead of analysis. Keep it direct, fast, and focused on execution, not polish.

HACK #47: Change The Game



"Mold-Breaking Mandate Mechanism"

Drop this into ChatGPT to rewrite the rules of your industry, redefine your position, and build a movement instead of a business.

Step 1 – Define the Movement

My business is: [PRODUCT / SERVICE], my audience is: [IDEAL CUSTOMER], and what makes my business different is: [DISTINCT ADVANTAGE]. Act as a world-class brand strategist and direct-response marketer and copywriter. Help me identify ONE game-changing belief, idea, or stance my brand can champion - something bold enough to stand out, simple enough to spread, and strong enough to attract a loyal tribe.

Step 2 – Architect the Game Shift

Now help me build a Game Changer Strategy around that idea. I want: one outdated rule in my industry I should break or challenge, one new rule or belief my brand will stand for, and one signature move (a campaign, offer, message, or media angle) that signals I am changing the game starting today.