



Ray Edwards Show, Episode 317
Will Copywriters Be Replaced by AI Robots?

Announcer ([00:01](#)):

Ray Edwards Show, episode 517. Will Copywriters Be Replaced by AI Robots?

Announcer ([00:10](#)):

The Ray Edwards Show- This is the podcast for prosperity with purpose.

Ray Edwards ([00:19](#)):

So here's the big question that I get a lot, these days more and more I'm hearing this, and that is, are you worried, Ray, about copywriters being replaced by AI robots? And my answer is nope, at least not if you don't want to be replaced. So in today's episode, we'll get into how I think any copywriter can benefit from AI and the AI copywriting bots or services. I'll give you five ways. You can make that true for you and not be replaced by robot. If you're worried about that, maybe I can help put your mind at ease- or it can make you more worried one way or the other, I will help. Before we get into that. Let's just talk about other news. Apparently, now, everybody gets to come into the Clubhouse. Is that what you're telling me you just saw?

Kris Edwards ([01:07](#)):

Ya, I saw this morning, the Verge released an article saying that Clubhouse finally it said "comes to America on Android." So I don't know if that means, you know, only our American brethren with Android can log on, but, uh, it's, it's definitely, I expect the audience to pretty much double, wouldn't you think?

Ray Edwards ([01:23](#)):

Yeah, I would think so. It's a big deal because that's been the biggest single complaint about Clubhouse thus far, is that if you had Android, you were out in the cold, you had to have an iOS device to make it work. But now everybody gets to play.

Announcer ([01:38](#)):

Does anyone want to live a life that is long prosperous? Spiritual foundations.

Ray Edwards (01:44):

So this week's spiritual foundations comes from Second Corinthians, nine verse eight, "and God will generously provide all you need. Then you will always have everything you need and plenty leftover to share with others." I think this is a good reminder for us, especially these days. I mean, plenty of people are doing well right now. They're, they're profiting in this different economy that we're navigating through. A lot of people are not, a lot of people are still suffering from the effects of the last 12 months, and that probably will continue to be the case for some industries. But it's important for us to remember, God will always supply what we need that does not mean he'll always supply what we want. Now, that's maybe not super cheerful news, but it's, I think it's accurate. And it's good for us to have accurate thinking. Sometimes I've been in this situation where God sends that just in time, check- shows up unexpectedly and I'm like I'm glad that came in and then sometimes he sends us the creativity to come up with the right answer to our own situation. But in either way, he is the source. And the more I've learned to relax and trust that he will supply our needs, the less stress I have experienced. I haven't perfected this yet. I'm still working on it. I can say it has gotten better over time. So it's, it's worth pursuing. You'll have a lot more peace the more you learn how to trust,

Announcer (03:07):

Now, simple hacks that make life cheaper, easier and faster. Ray's tip of the week.

Ray Edwards (03:11):

So this is like a full-fledged episode. We've got a tip of the week, even. I'm really excited about this new app I just found called Big Vu. I think that's how you say it. The URL for this app is Big Vu- bigvu.tv. And what is Big Vu, you might ask? Well, it's a teleprompter basically for your phone. It works on iOS and on Google Android. So everybody gets to play this game too, and it puts the text right on the screen of your phone, either vertical or horizontal, so you can read your copy and look straight into the camera while you're doing it. So you speak with confidence. You say exactly what you want to say without too much kerfuffling around. And you are looking at the camera, making eye contact with your viewers. So this is a great tool for making marketing videos or for making- if you're going to put stuff on Instagram live or Instagram TV, or if you're going to create videos for Tik TOK, any kind of social media content, and especially any selling videos or content videos where you want to be concise. This is a really cool app. It's got a lot of other features. You can trim the video just by trimming the words you can go to where certain words appear in your script, and you can caption your videos. You can brand your video with your own logo and your own styles and titles. It's pretty dang cool. You do pay for the extra features, but it's, it's really a bargain. So check it out at bigvu.tv.

Announcer (04:36):

And now, our feature presentation.

Ray Edwards (04:39):

Okay, Kris, I know you're excited about this topic this week because you are into machine learning and AI. And everybody's asking me these days, cause there's a new app that came out recently called I think it's conversion.ai and it's a copywriting artificial intelligence. And it's actually pretty good. I don't know if you played around with anything at all, Kris, have you had a chance to do that?

Kris Edwards (04:59):

Not a whole lot. I checked out the examples you sent me and I thought, geez, that's actually pretty good.

Ray Edwards (05:04):

Yeah. Yeah.

Kris Edwards (05:05):

Wonder where it stole that from.

Ray Edwards (05:08):

So if you're worried about this as a copywriter and you're thinking, is this going to replace me? Um, yes, if you are robotically, cranking out copy. If you're just using like templates or doing Mad-lib style copywriting, which I mean, there are people who do that. I've always discouraged people from doing it, but it happens still. And this all comes down to my philosophy that if you can be replaced by a robot, you will be. I mean, whether we like it or not, if a person, if a company has a choice between paying a copywriter, a big salary or even a small salary, or having an artificial intelligence do the copywriting for a lot less money and it's as good or better than the person, what do you think's going on?

Kris Edwards (05:51):

Same thing that's happening to cashiers across the country.

Ray Edwards (05:54):

Yeah, exactly. So what do we have to do to make this work in our favor? We have to up-level our game as copywriters or as marketers. I mean, this is not just about copywriters. This thing writes sales copy, it writes emails, uh, there are people who are using it to write books. So this is really for any kind of writing, which if you think about it, any kind of content creation, because it all starts with writing, creating the communication. I think that rather than be worried about this, we should all celebrate because this removes a lot of the drudgery from our work as writers. I think any writer can benefit from AI copywriting and avoid being replaced by a robot. And here are five keys to making that true for you.

(06:39):

Key number one, this is your chance to finally move beyond templates and Mad-lib copy. So you remember Mad-libs, that game, where you fill in the blank and you come up with all these bizarre little poems or epigraphs or whatever they were. It's just funny. It was a fun party game to play. A lot of people write, copy this way. And up until now, most of the copywriting software has been Mad-lib style fill in the blanks templates. Really. So you'd go in and put in the different words that they asked of you and it would spit out some copy. And it was really pretty terrible because you had to be so darn good at writing the Mad-lib part that you probably should, could have just written the copy for yourself to start with. And even if you were good at that, you still had to go back and rewrite the copy. So it didn't sound like everybody else's copy. Otherwise you would have an exact duplicate of everybody else's copy who's using that software. Minus whatever the fill-ins you supply, like the name of your company, the name of your name or your software's name or whatever. So you really had to write the copy anyway, but most people didn't. So if you've been doing that sort of stuff, this is your opportunity to move beyond that now. And this is where AI can not match a human being. And I don't think it ever will. I could be wrong, but real creativity. I mean, coming up with actual breakthrough copy, not just good proven copy, which I mean, that's a level of writing that not everybody is capable of producing. Some people who are good writers can learn to write really good copy just based on like swipe files and templates and the standard practices of the past and can do a pretty good job. But I'm telling you, the robots will replace you. If that's all you're doing. Kris, what do you think about this?

Kris Edwards (08:16):

I've done a lot of work with AI. I mean, I guess you would call it that. Basically I've written things for companies that save them money if it was a repetitive task and there's some intelligence involved there because there's different scenarios that could happen, but I could never plan for an unplanned scenario. You know, there's going to be a point where it doesn't know what to do.

Ray Edwards (08:39):

Oh yeah.

Kris Edwards (08:40):

And that's where I have to jump in and think of a new thing.

Ray Edwards (08:43):

Yes.

Kris Edwards (08:43):

But creating concepts, you could get a computer, I think, to follow your lead on a campaign. But coming up with the concept to do that in the first place, that's going to be people forever.

Ray Edwards (08:55):

Bingo. I think that's absolutely correct. Totally in agreement with you. I mean, you can't, it's like you can't go to a computer and say, I would like you to come up with an original idea that's never been thought of before, that'd be a totally different approach to this writing task I've given you. So don't use any of the data we put into you already come up with something new- go. Well, it doesn't work that way. So I think you're right. Breakthrough copy is copy that is built around an original idea and the big pieces of copy that are like classics of our craft. Like the, they all laughed when I sat down at the piano. But when I started to play- that old John Caples headline. Well now that's just so easy to knock off, cause it's been knocked off a thousand times and it's part of the AI algorithm. No doubt. But to have come up with that idea, originally, something in AI is not going to be able to do, I don't think in our lifetime.

(09:50):

So if you can think creatively and it's really a craft for you, that leads to key number two. Practice your craft. You gotta make time to write. You got to make time to also read. And that's the craft of writing, Stephen King said in his book on writing, to become a good writer you got to do two things. You have to write a lot and you have to read a lot. And he said, if you say to me, I don't have time to read. Then I say to you, you're not going to be a writer because you got to put stuff in your brain to be able to come up with new ideas, you combine different ideas. You get from different sources at different times in your own experience in life. And that confluence of thoughts and concepts and phrases and words, and experiences becomes an original idea. Original to you based on your experience. And it's a craft. You have to practice it every day. If you do, then you'll be able to produce, copy that an AI can not rival. But you've got to practice the craft, which means you've got to enjoy the craft. You've got to enjoy the process. If you hate writing, then probably you're just going to be glad AI came along to save you from having to do the thing you hate. The AI phenomena will wash over people and wash out people for whom this is just a job, just a chore. So you should just celebrate. If that's you, if you think writing's a chore, I don't want to do it, I don't really care about it. I just want to have it done. Then celebrate AI is going to be a big help to you. But if you love the craft of writing, enjoy the process of writing. There's no need to worry. Celebrate cause it just means the, the mediocre will be eliminated and you'll be left

competing against only the best. That sounds like more fun. Doesn't it? Well, yeah, if you're, if you're one of the ones still in the ring, of course it does.

(11:30):

Key number three- use AI yourself as a copywriter, as a content creator. I would be using it right now if I were you to crank out transactional copy for sure. "Thanks for subscribing to our email list" or "Thanks for purchasing our products", those kinds of transactional sort of emails. Use the AI copy engine to see what templates it comes up with for you. It'll save you some time coming up with those transactional sorts of pieces of copy that we all need to produce. And it's also good for creating what I call vomit drafts. That's where you just vomit your ideas onto the page. Well, you come up with the first batch of stuff and feed it into the AI and see what it comes up with on your behalf. It's good for coming up with rough first drafts and it'll save you time. So you can look at that copy that was generated from your ideas and then refine it and build a better version of the copy faster. So I think it helps it can help speed you up. It won't write better copy for you if you're a good writer, but it'll help speed up the process for you if you are. Does that make sense?

Kris Edwards (12:30):

It does. I have really seen, uh, the shining examples of the AI copy have been the short things, uh, in my experience, what I've seen, like the, the quick things on social media. No way what I let any AI in existence now, including the ones I don't know about that the governments have. There's no way I would just let it send something out the door without it, uh, you know, passing through my brain first.

Ray Edwards (12:54):

Oh, eek gods. No, no.

Kris Edwards (12:57):

Yeah. But, but yeah, for, for, especially if you're having one of those days, you know, if you've been writing for, uh, five different clients, completely different things and your brain is just like, I got nothing else, uh, for a thought starter. Yeah. Crank out, you know, give me 10 different variations of, or completely different ideas and uh, yeah. You know something to get you moving.

Ray Edwards (13:19):

Absolutely. You're right on target. Especially with the short copy stuff. If you write, if you're writing copy for like funnels, like you use Click Funnels and need to write little chunky paragraphs that are like two sentences long, it's a good way to generate that kind of copy at least a first draft. And as you said, I would not send it out without running it through a human being first. Good Lord. Tell me nobody out there would do that.

Kris Edwards (13:40):

Oh, I guarantee you, somebody has subscribed to something and thought, Oh, that's taken care of now I can move on to, you know, other things.

Ray Edwards (13:50):

Oh, you're probably right. Oh my gosh. All right. Key number four, be a testing fanatic. Use Google's built in testing features or something like optimize-one of those other services that allows you to split test copy. So you have version A and version B and see which one wins. Use split testing to get serious about figuring out what copy works the best, and you can use it to test your post titles on your blog, your video titles on YouTube, podcast titles, email subject lines, YouTube video titles, description copy for YouTube, copy for thumbnails. You can use

both the tools that help you optimize for SEO search engine optimization or search discoverability is what we're talking about. The keywords that your target audience is looking up online, and conversion copy, copy that does the best job getting people to click or to go to the next page, et cetera. But this is your opportunity to use testing to your advantage. If you can hone your copy through testing by proving what works with your audience, and you can inject your own creativity into it. AI can be a useful tool to help you create a more, a bigger bulk of stuff to test. And key number five, to using AI to your advantage and not being replaced by robot is, this is your chance to renew your passion for writing or to move on. If you discover that AI solves a problem for you and you don't have to write anymore, you just have to do a touch-up and it's good enough for you. Then writing was probably not your passion to begin with, but if you love the art of crafting words, that persuade words, that lift people's emotions up or cause them to pause and have concerns about things that you want them to be concerned about. You know, the, the joy that comes from writing something that's powerful that moves people. If that's you, then in the best case, AI can help you improve your art. It won't create art for you, but it'll help improve your art. It's another tool in your toolbox. If you're not excited about this whole concept of renewing your passion of writing words, that move people, you just want to get the job done and move on to the next thing, it's not a heinous task for you. Then AI will help get you out of that mess as well. But you're gonna have to hire writers who can write at the art level to compete because the other side of this is even if you don't like to write all the copywriting in your market just got better because it's using AI to at least raise the water level a little, so that raises all the boats. So you're gonna have to get a little better as well. Those are the five keys to benefiting as a copywriter from AI copy and avoiding being replaced by a robot. But again, if you can be replaced by a robot, you will be and you probably should be. So don't be a robot. We'd love to hear what you think about this topic. Give us your feedback a rayedwards.com/517. And of course we'd love it if you subscribed to the podcast, give us a review in Apple, Spotify, wherever you get your podcasts until next time may you live long and prosper. Peace out.

Announcer (16:42):

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