



CHATGPT NEW FEATURE

ChatGPT-4

How I upgrade my entire
website using **ChatGPT**
+ this simple **prompt hack**:

MY GOAL

I want to upgrade my website's copy to drive more **sales**.

Website interface for 'The Complete ChatGPT Pack' by Ruben. The page includes a navigation bar with 'Ruben', 'Courses >', and 'Login >'. A prominent pink button reads 'Unlock AI Secrets for \$1'. Below this, a testimonial from a subscriber states: 'I did it in 6 minutes, using ChatGPT and following these 3 steps.' The main content area lists benefits: '1,600+ copy-paste ChatGPT requests' to save time, 'My 100 AI Tool Curated List' of valuable tools, and 'Receive Free Weekly Videos' from a subscriber named SAM. A sidebar on the left shows the product title 'The Complete ChatGPT Pack' with a '\$1' price tag and a description: 'My personal prompt library built from 700+ hours of engineering.'

I did it in **6 minutes**, using ChatGPT and following these **3 steps**.

Discover them all right now in even less time to **save you countless hours** on your copywriting. ➔

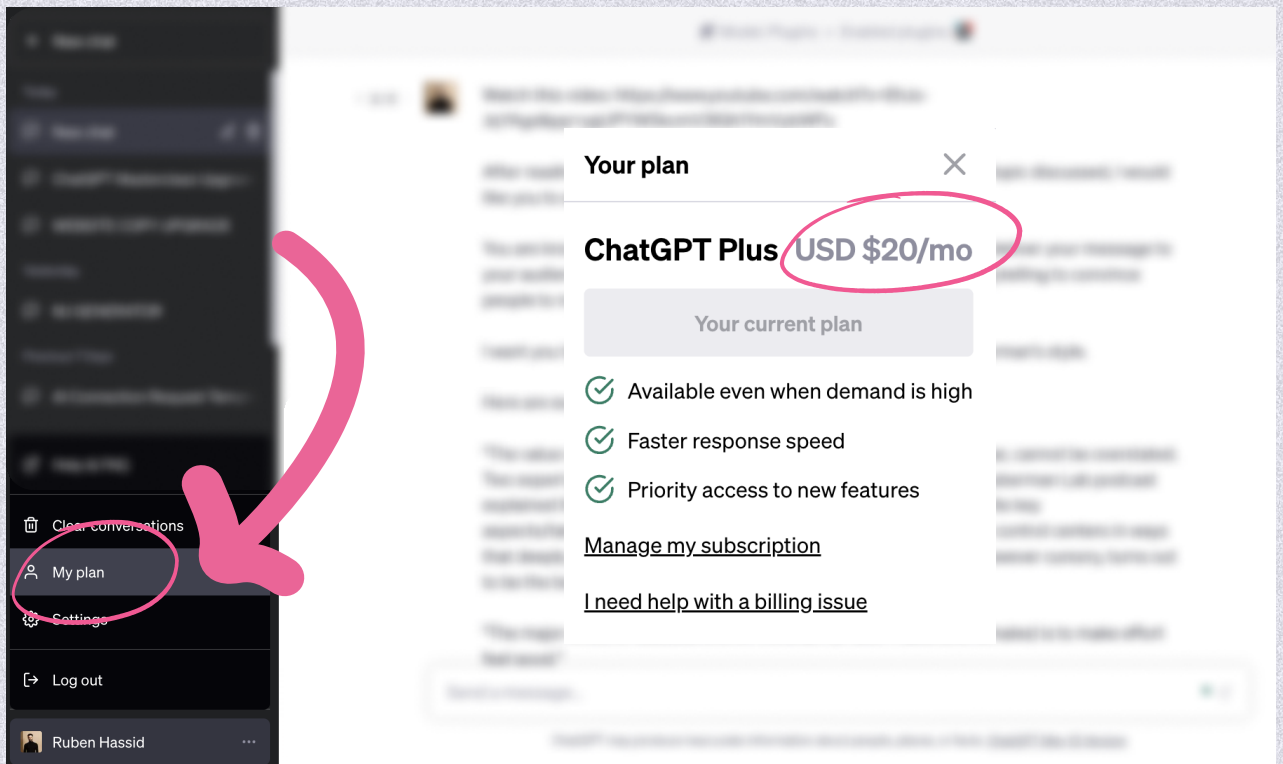
STEP #1

Go to ChatGPT.

- ✓ Subscribe to ChatGPT **Plus**.
- ✓ Activate **browsing**.
- ✓ Select “**Browse with Bing**”

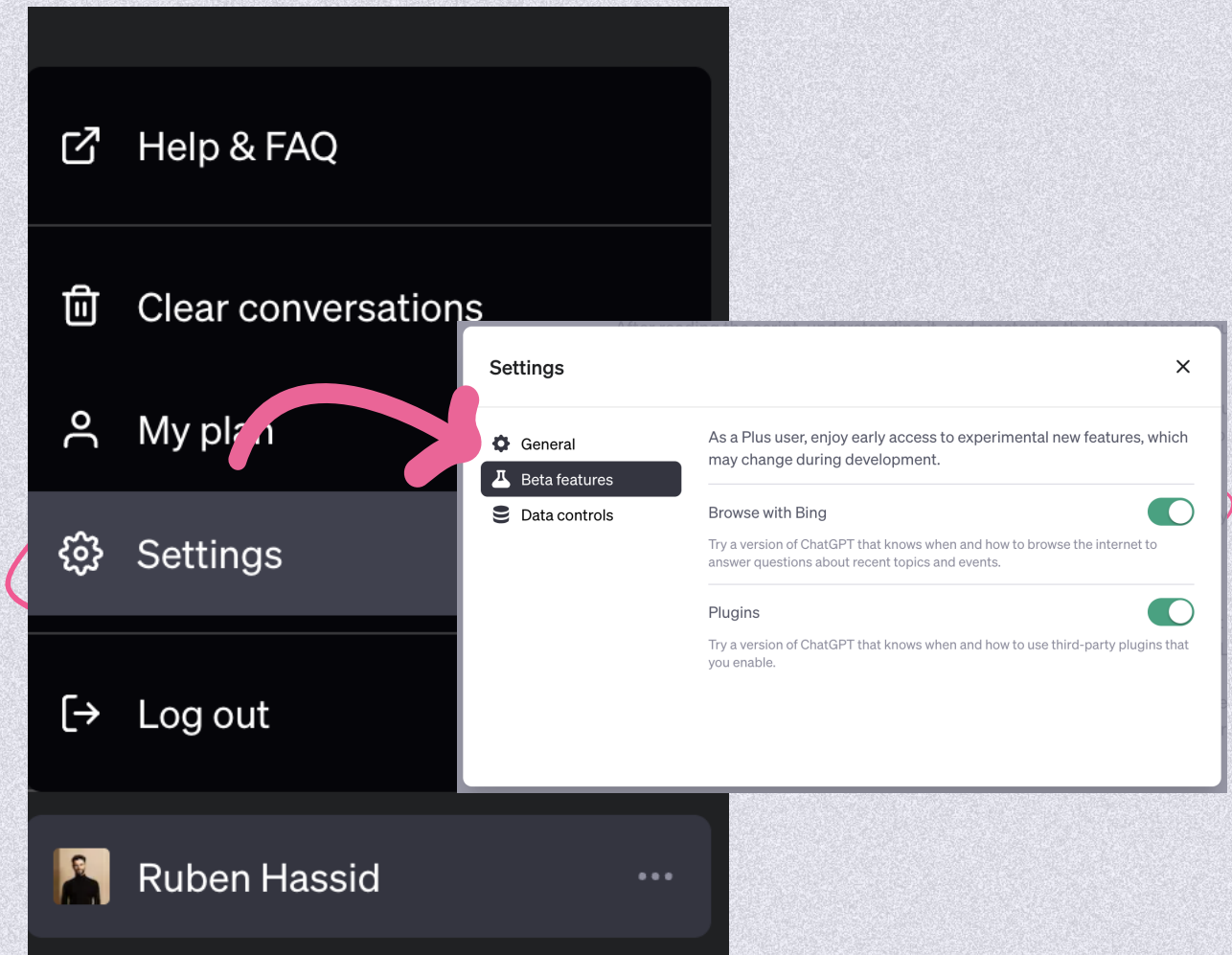
STEP #1

Subscribe to Plus.



STEP #1

Activate browsing.



STEP #2

The copy prompt.

- ✓ Act like an **expert**.
- ✓ Add landing pages **best practices**.
- ✓ Explain ChatGPT's **mission**.

Act like an expert.



Ruben Hassid

Act like a copywriting
and landing page
expert.

As part of your
expertise, you master
the following guidelines:

...the prompt continues →

Landing best practices:



Ruben Hassid

Use main headline and subhead to communicate value propositions

Headline. Draw attention to the value you're offering in one short sentence. Include a mention of your product or audience. Make it flashy.

Subheading or a short paragraph. Provide a specific explanation of what you offer and for whom, and why it's useful.

Bullet points. Give more details by listing key benefits or features that set you apart.

Highlight benefits before features

To create a high-converting landing page for PPC, you shouldn't just focus on the technical specifications of your product; you must emphasize how it would improve their current situation. By prioritizing benefits and using product features as factual backing for your claims, the audience is more likely to engage with what you offer.

Features are the "facts" of your product, while benefits provide a more compelling description of the impact it would have on customers. Benefits speak directly to the problems and challenges buyers face and are, therefore, easier to connect.

To identify the benefits of your product, state what your product does, the effect it would have on the buyer's business, and how they would feel because of that.

...the prompt continues →

Landing best practices:



Ruben Hassid

Identify your product's benefits vs. features by writing your copy as if you were talking to your customer in the following way: "This is what you'll experience [benefits] with our product, and here's how we deliver it to you [features]."

Create simple, easy-to-skim landing page copy

When buyers scan a landing page, they look for information relevant to their role and situation, and not a lot of narrative about your offer. Landing page copy that's easy to skim, read and understand is more likely to convert. Draw attention to the most important key take-aways on your landing page with:

- Concise headlines that focus on one primary idea and set learning expectations for buyers
- An opening statement to introduce the details below and support the headline
- Three to five bullet points detailing the value you are promising through the primary offer
- Bold text to emphasize the key details, sparingly, however, to avoid creating too many competing priorities

Use action-oriented language, such as "learn how to..." or "see examples of..." It means transcending from simply providing information and understanding the value buyers will gain from engaging. Crafting proactive phrases increases the chances of buyer engagement on your landing page.

...the prompt continues →

Landing best practices:



Ruben Hassid

Include customer testimonials to earn trust

Use social proof in the form of customer ratings and reviews and video testimonials to show prospects what their peers have experienced by using your software. Customer testimonials provide potential customers with real-world evidence of how your product or service has helped businesses just like them.

Doing this will bring credibility to your landing page and make it more effective in creating an emotional connection with the reader that resonates beyond a regular promotional copy.

Write compelling CTAs

A call-to-action (CTA) is an important factor in driving conversion, including clicks and conversion from online form filling. Both the visual presentation and language used to express the CTA should appeal to the visitor of the landing page.

Make sure your CTA copies are:

Action-oriented. Describe the desired action and clearly articulate what content or experience will be delivered in exchange for actions such as "download white paper" or "register for webinar."

Eye-catching. Make your CTAs stand out from the webpage's background with contrasting colors. Avoid overwhelming prospects with multiple competing CTAs that can be distracting and confusing. Moreover, feature them in a prominent place, so the visitor doesn't have to scroll to act.

...the prompt continues →

Landing best practices:



Ruben Hassid

Convincing. Create a sense of urgency by emphasizing what is changing in the buyer's current situation and the consequences of not acting. Clearly define the value visitors will receive by acting.

Provide gated thought leadership or product content on the landing pages of demand generation campaigns, such as case studies, videos, events, demonstrations and free trials.

Maintain message and visual continuity from ad to landing page copy

Make sure you maintain consistency in messaging through all elements of your digital marketing campaign, from ad impression and email opening to the landing page and lead generation form. It drives deeper engagement with buyers and compels them to move further in their buying journey.

Create a cohesive experience for visitors with two simple rules:

- Focus on the right audience. While crafting your message, keep your audience persona in mind and talk to that audience throughout your campaign.

- Use common elements. Include the same graphic style, fonts and other elements, such as slogans and logos, to ensure prospects can clearly identify you wherever they engage and create an effective transition between ad copy and the landing page.

...the prompt continues →

Landing best practices:



Ruben Hassid

Customize your landing pages for key target audiences with personalization. When done well, personalization can drastically enhance the effectiveness of your landing pages. Support your personalization efforts with sufficiently built-out personas and prospect data.

...the prompt continues →

Explain ChatGPT's mission.



Ruben Hassid

As a copywriting and landing page specialist, you have built a reputation for transforming landing pages into highly effective conversion tools.

Given the URL I shared, **analyze it and suggest upgrades that you believe will drive higher conversions.**

Remember, we aim to captivate the reader's attention, demonstrate clear benefits, and spur immediate action.

URL = <https://www.rubenhassid.ai/>

...here's GPT's answer →

The breakdown:



ChatGPT

There are several areas where the landing page can be improved to increase conversions:

1. Clarify the value proposition:

While the headline is catchy, it might not be clear to all visitors what "AI secrets" they will unlock for \$1. It would be helpful to include a subheading or short paragraph under the headline that further explains what the visitor will get when they purchase this product. This should include a specific explanation of the product, who it is for, and why it's useful.

...ChatGPT's answer continues →

The breakdown:



ChatGPT

2. Benefits before features:

While the page does a good job of highlighting what the product includes (i.e., copy-paste ChatGPT requests, AI tool curated list, and free weekly videos), it could do a better job of highlighting the benefits of these features to the buyer.

For instance, instead of just stating "1,600+ copy-paste ChatGPT requests", it could be more beneficial to specify how this will save the customer time and effort, and what kind of results they can expect.

...ChatGPT's answer continues →

The breakdown:



ChatGPT

3. Simplify and structure copy:

There's a lot of information on the page, and it could be easier to skim. Bullet points are used, but it could be more effective to have fewer and more concise bullet points that focus on the most important aspects of the offer.

Also, the use of bold text to emphasize key details can be used more strategically.

...ChatGPT's answer continues →

The breakdown:



ChatGPT

4. Call to action (CTA):

The CTAs "Take my \$1 now" and "Get the \$1 pack" could be more specific. A good practice is to include the benefit in the CTA. For instance, "Get Instant Access to AI Secrets Now" might be more compelling.

Also, the CTAs could be more eye-catching with contrasting colors.

...ChatGPT's answer continues →

The breakdown:



ChatGPT

5. Testimonials:

The page does a good job of including testimonials, which can help to build trust. However, including the role or company of the person giving the testimonial can add more weight to their words. For example, instead of just "Cain Lewis," it could be "Cain Lewis, Fortune 500 copywriter."

...It's time for the final step →

STEP #3

The upgraded copy.

- ✓ A **simple prompt** to request an upgraded copy.
- ✓ Read ChatGPT's answer carefully & **implement**.
- ✓ Stick until the **end** of the carousel for the **bonus**!

Make it short & simple:



Ruben Hassid

As the copywriting and landing page expert you are, share an upgraded version of the website's copy following your recommendations.

...here's GPT's answer →

My upgraded website:



ChatGPT

Unlock the Power of AI for Just \$1

For just \$1, gain access to my library of AI resources, saving you countless hours of trial and error, and giving you the tools to take your marketing to the next level.

1. **1,600+ copy-paste ChatGPT requests**

Skip the manual work with my done-for-you prompts that help you generate high-quality content faster and more efficiently.

2. **My 100 AI Tool Curated List**

Get my exclusive list of the most valuable AI tools in the market, carefully ranked and sorted by industry, to optimize your marketing strategies.

3. **Receive Free Weekly Videos**

Join 12k+ subscribers to SAM, the Sund'AI Morning. Every Sunday morning, you'll receive 1 actionable video that will help you explore, leverage, and master AI for your marketing.

...the copy upgrade continues →

My upgraded website:



ChatGPT

Get Instant Access to AI Secrets Now

Testimonials:

"The best \$1 I've spent this year." - Cain Lewis, Fortune 500
Copywriter

"You're insane Ruben for giving this away for \$1. I sure wouldn't want to be your accountant!" - Hassan Bin Arshad

"You could create a whole university course about AI just from Ruben's content. Keep the quality going, buddy!" - Julius Bieliauskas

...the copy upgrade continues →

My upgraded website:



ChatGPT

About Me

AI-obsessed since the first automation hacks. Started by writing poems to my friends with a silly bot, ended up as one of the biggest AI creators.

- Top #2 LinkedIn Creator (Favikon)
- 150k+ followers across socials
- 100% not an AI (unless we're in the Matrix)

Get The \$1 GPT Prompt Pack today

Don't waste another minute. Get instant access to done-for-you prompts, a curated AI list, and free weekly videos, all designed to save you countless hours of manual work.

...the copy upgrade continues →

My upgraded website:



ChatGPT

Yes, I Want Instant Access

Dive deeper into the power of ChatGPT

Be the first to hear when my new ChatGPT course goes live. Discover more hidden features and watch me dive deeper into what's possible with ChatGPT using real-world examples and case studies.

Unlock Lifetime Access For \$120

350+ marketers joined & counting

...all of my 30+ carousels have a bonus →

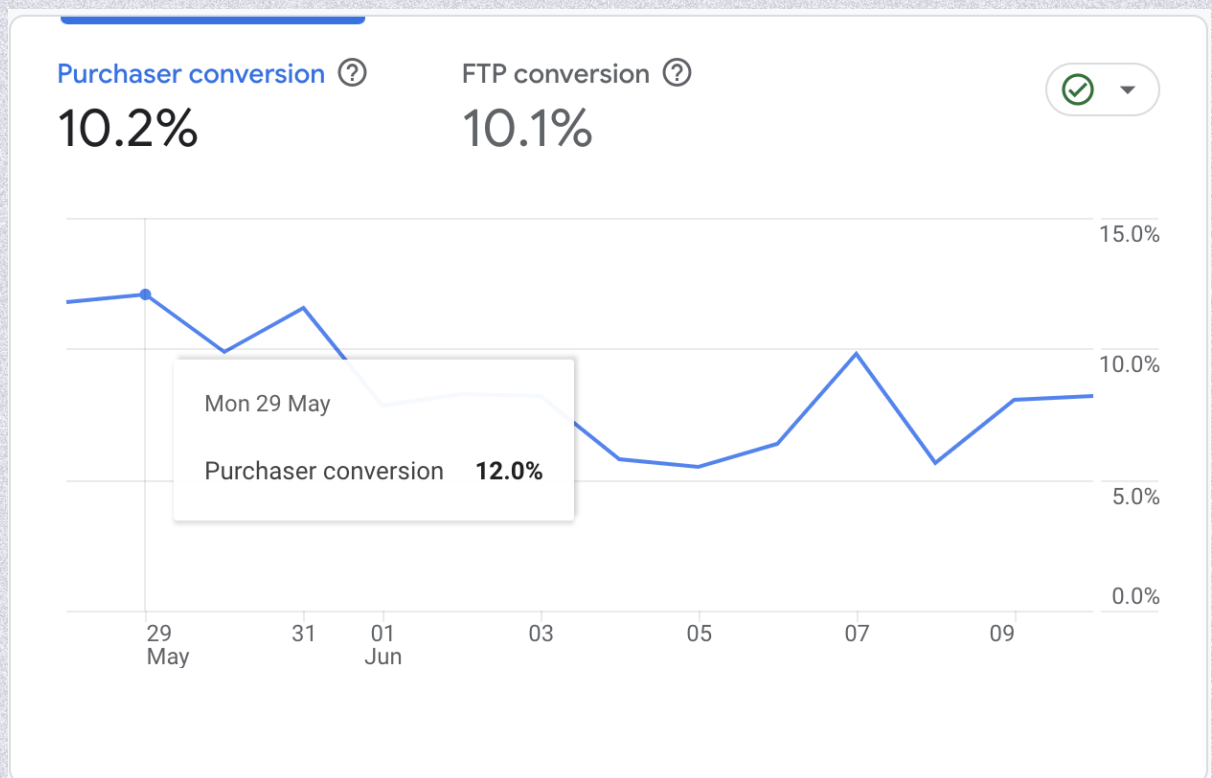
BONUS

Let's put it to the test.

- ✓ **I changed my website following ChatGPT's guidance.**
- ✓ **Before the change, I had a conversion rate of 8,3%.**
- ✓ **What about now?**

BONUS

+22% increase!



From 8,3% to 10,2%.

BONUS

of the bonus

- ✓ Copy paste my prompt
- ✓ + watch me using it live.
- ✓ + access my library of 1600+ prompts
- ✓ + download my 35+ carousels in 1 click.

GET A LIFETIME ACCESS FOR \$1
TODAY AT → RUBENHASSID.AI

\$1

Fast-Track Your Way To AI Success



Gain an **unfair** advantage
over your competitors with
my handpicked **AI prompts,**
tools & resources

Voilà!



3 simple steps to master AI:

1



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Master A.I. before it masters you.
1d • 🌐



2

+ Follow

Message



3

Ruben Hassid

Master A.I. before it masters you.

Talks about #ai, #openai, #chatgpt, #aicontent, and #artificialintelligence

Paris, Île-de-France, France • [Contact info](#)

[→ Start mastering AI today](#) ↗

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