

CHAT GPT

VS.

J. WELSH

CAN YOU COPY

LINKEDIN'S

KING?



EVERYONE

KNOWS

JUSTIN WELSH

IS THE N°1...



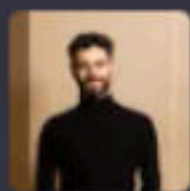
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STATS OF A

- ✓ Fastest growing LinkedIn.
- ✓ Fastest growing Twitter.
- ✓ Fastest growing newsletter.

Favikon ranked him as the number 1 content creator on LinkedIn.

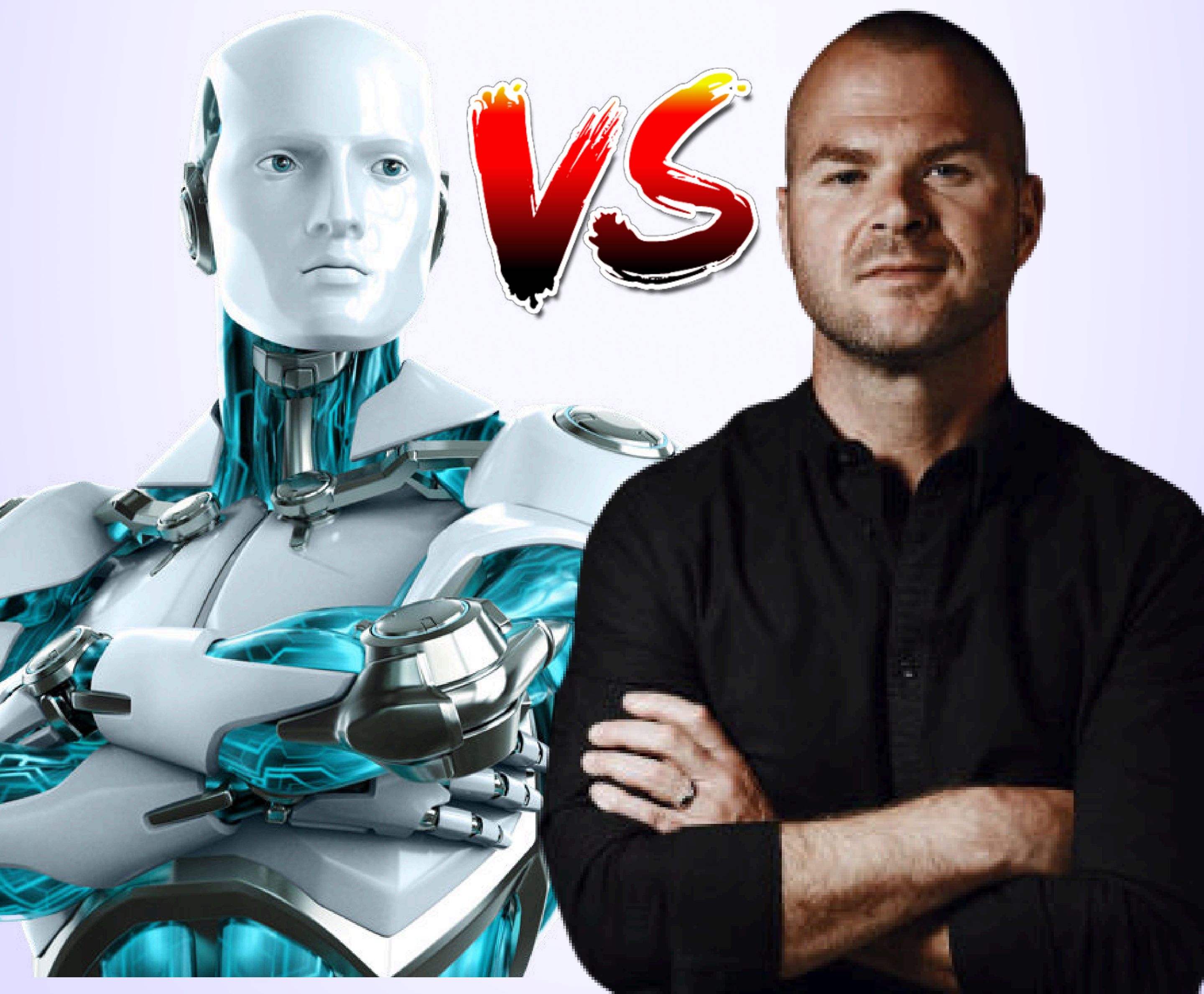
But now it's time for Justin to face the most famous website on the planet...



Are you afraid of Justin Welsh, LinkedIn's King?



Whom? Justin Welsh? Never heard of that guy. But if he's the "king", I am the Emperor.



**LET'S TAKE A
VIRAL POST
FROM M. WELSH**



Justin Welsh • 1st

The Diversified Solopreneur | Building a portfolio of one-person businesses...

1w •



Since 2018, I've been reading about lifestyle design.

It was driven by a depressing realization:

That the average "American dream" is a trap.

- Go to high school
- Go to college (maybe)
- Get a job and work 40-70 hours per week
- Switch jobs
- Buy "stuff"
- Save money (most people fail)
- Try and retire (most people fail)
- Finally, retire at 66
- Die at 78.



12 years to enjoy your hard work? No way.

This unacceptable timeline of events sent me studying to understand why this happens and how to avoid it at all costs.

Here's what I came up with: <https://lnkd.in/eXeaYgBD>



You and 1,165 others

372 comments 1 reposts



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STEP 1: FEEDING CHAT GPT



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Act like a copywriting expert & a social media influencer.

I will be sharing a post, and I want you to change it with other examples.

"Since 2018, I've been reading about lifestyle design.

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12 years to enjoy your hard work? No way."



**HERE'S WHAT
CHAT GPT
ANSWERS...**



As a copywriting expert and social media influencer, I would tweak the post to make it more engaging and relatable to my audience. Here's an example:

"Are you tired of feeling stuck in the never-ending cycle of the "American Dream"? I know I was. That's why I dove headfirst into the world of lifestyle design back in 2018. It was a wake-up call that made me realize we don't have to settle for the status quo.

You know the drill: go to school, get a job, buy stuff, rinse and repeat until retirement. But why wait until we're 66 to start enjoying our hard-earned money? Life is too short to be trapped in a cubicle for 40+ hours a week.

Join me in embracing a different kind of lifestyle. Let's design a life we love, filled with purpose, passion, and experiences that bring us joy. It's time to break free from the rat race and live life on our terms."



IT IS...

- ✓ Generic.
- ✓ Boring.
- ✓ Blend.

A long way to go before
copying LinkedIn's King.

**But GPT is just getting
started...**



Repost

STEP 2: PROMPTING CHAT GPT

1



Act like a copywriting expert. Use the principles of storytelling to rewrite the post you just made. I want more analogies, examples, personal achievements and breakthrough moments.



2



Act like a story teller. Rewrite your post by making as much lists as possible. I want your rewritten post to follow a format that is easy & entertaining to read. Add analogies & funny "aha" moments.



3



Act like a storyteller. Rewrite your post to make it easier to understand, with simple English. For example, get rid of "Once upon a time".

Keep the analogy, the funny aspect, the aha moments, the boldness. The same tone of voice.



**HERE'S WHAT
CHAT GPT
ANSWERS...**

I used to follow the traditional path that society set out for me - I went to school, got a job, and worked 40+ hours a week. But it felt like something was missing, like the cake was missing sprinkles.

Then I discovered lifestyle design, and it was like adding those missing sprinkles to the cake. I realized I could design a life that's unique to me, like creating my own recipe for happiness.

Here are some of the things that I learned along the way:

- Minimalism: Having fewer things made me feel happier and more free.
- Remote work: I could work from anywhere, like a digital nomad, and it felt like a secret ingredient that made life even better.
- Travel: Exploring different cultures was like trying different flavors of cake, and it made life more colorful.
- Pursuing passion: Doing what I loved was like adding frosting to the cake, making it even more delicious and satisfying.
- Financial freedom: Saving and investing my money made me feel more secure and was like adding a cherry on top of the cake.

Now, I'm inviting you to join me in the kitchen, and let's start baking our own cakes. We can create a life that's unique to us, full of flavor and joy. Let's break free from the traditional path and find our own recipe for happiness.



IT IS...

- ✓ ...interesting.
- ✓ ...using a nice analogy.
- ✓ ...not complete garbage.

I would give Justin a solid **9/10**, but GPT a **6/10**.

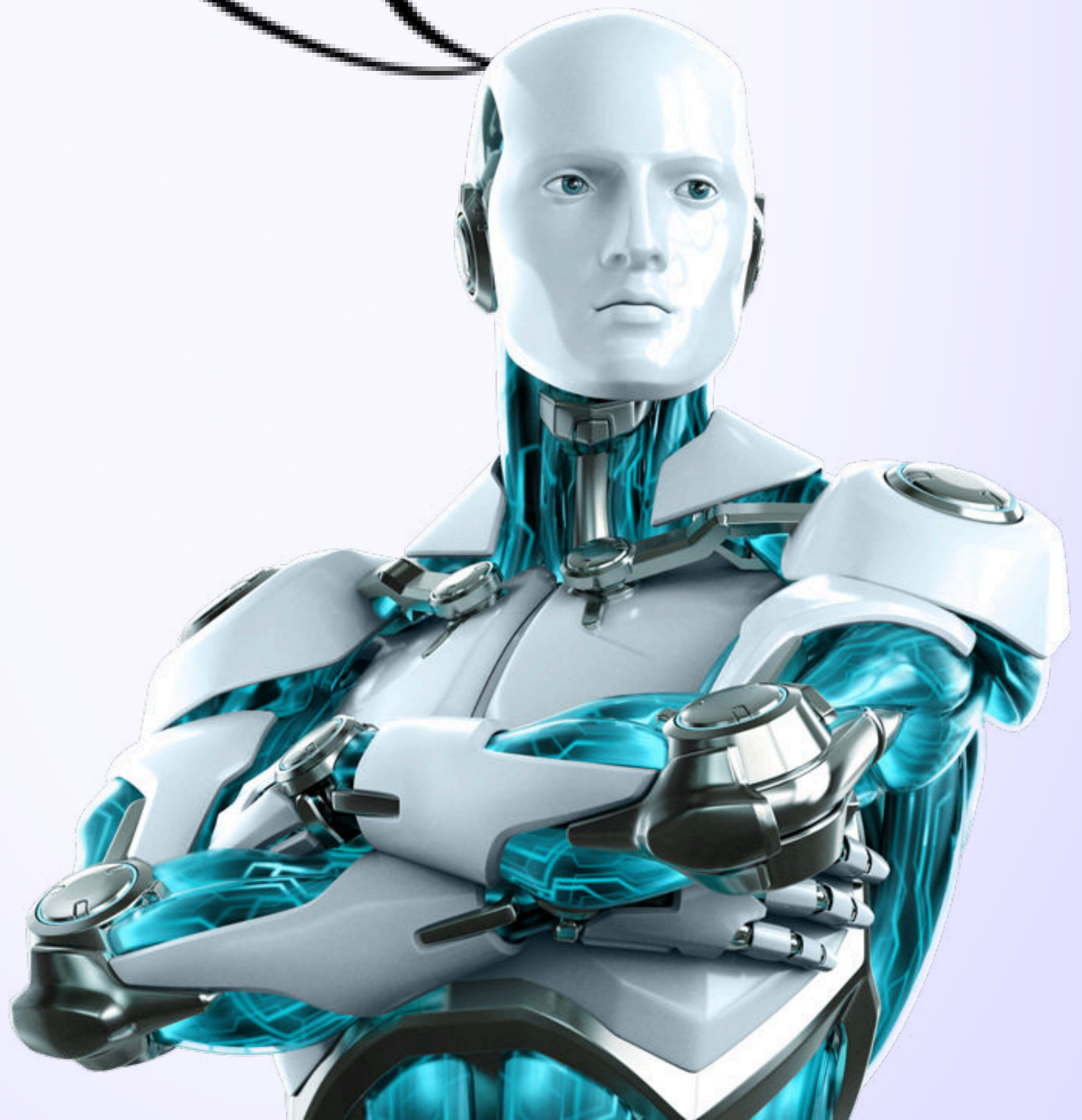
**Wait, I hear GPT
complaining...**



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beep* *beep

Give me another
chance, human.



**SUCH A DRAMA
QUEEN...BUT OK.**

**LET'S FIND ANOTHER
POST FROM JUSTIN.**



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Justin Welsh • 1st

The Diversified Solopreneur | Building a portfolio of one-person businesses...

1w •



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It was driven by a depressing realization:

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STEP 1: FEEDING CHAT GPT



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**BUT THIS TIME,
WE DO IT
DIFFERENTLY!**



Act like a copywriting expert. List all of the acronyms from copywriting to write convincing copies.

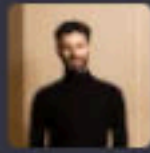


Here are some common acronyms used in copywriting to help write convincing copies:

1. AIDA - Attention, Interest, Desire, Action
2. PAS - Problem, Agitate, Solve
3. USP - Unique Selling Proposition
4. WIIFM - What's In It For Me
5. FAB - Features, Advantages, Benefits
6. CTA - Call To Action
7. SEO - Search Engine Optimization
8. PPC - Pay Per Click
9. KISS - Keep It Simple, Stupid
10. A/B - Split testing
11. ROI - Return on Investment
12. CPA - Cost Per Acquisition
13. CRM - Customer Relationship Management
14. B2B - Business to Business
15. B2C - Business to Consumer.



STEP 2: USING ONE OF THE PRINCIPLE



Following the principles of FAB, rewrite the following post by sharing a long Twitter thread of the following post between brackets.

Use a different tone of voice.

Don't ever ask questions.

Use different examples. Prioritize uncommon ideas.

Share a personal story that you invented.

Don't use question marks. Don't ask questions. Use affirmative sentences.

Here's the post:

"Everyone has \$100,000+ of knowledge in their brain right now.

The idea that you have to be an "expert" or have a certificate to teach or sell something is a fallacy.

Expertise is linear.

You can make a living helping those 2-3 steps earlier in the journey than you."



**HERE'S WHAT
CHAT GPT
ANSWERS...**



[Long Twitter thread follows]

Stop thinking that only experts can teach or sell something. You are smarter than you think. Everyone has over \$100,000 worth of knowledge in their brains right now. (1/10)

Think of all the things you know that others don't. You have unique insights, ideas, and experiences that can help others. Don't underestimate the value of your knowledge. (2/10)

You don't need to be an "expert" or have a certificate to teach or sell something. Expertise is overrated. What's more important is your ability to help others with what you know. (3/10)

The world is filled with people who need help getting started. You don't need to be a "guru" to help them. You just need to be a few steps ahead of them. (4/10)

For example, if you're a beginner in a particular field, you can still help someone who is just starting out. You can share what you've learned so far and save them time and effort. (5/10)

And the beauty of this approach is that you can always find someone who is a few steps behind you. You don't need to know everything to help others. You just need to know a little more than they do. (6/10)

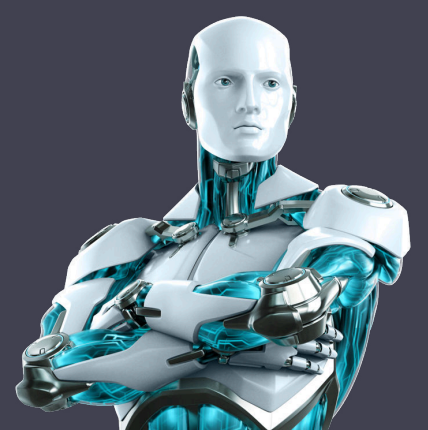


Don't focus on being an "expert." Instead, focus on helping others. Don't try to be everything to everyone. Find your niche and serve it well. (7/10)

The more you help others, the more you'll learn. The more you learn, the more valuable you'll become. And the more valuable you become, the more you'll be able to help others. It's a virtuous cycle. (8/10)

So, don't wait until you're an "expert" to start helping others. Start now. Share your knowledge, experiences, and insights. You'll be surprised at how much you have to offer. (9/10)

Remember, you don't need to know everything to be valuable. You just need to know more than someone else. Focus on helping others, and success will follow. (10/10)



IT IS...

- ✓ ...actually good.
- ✓ ...a nice starting point.
- ✓ ...almost possible to post it.

I would give Justin a **9.5/10**,
but GPT a solid **8/10**.

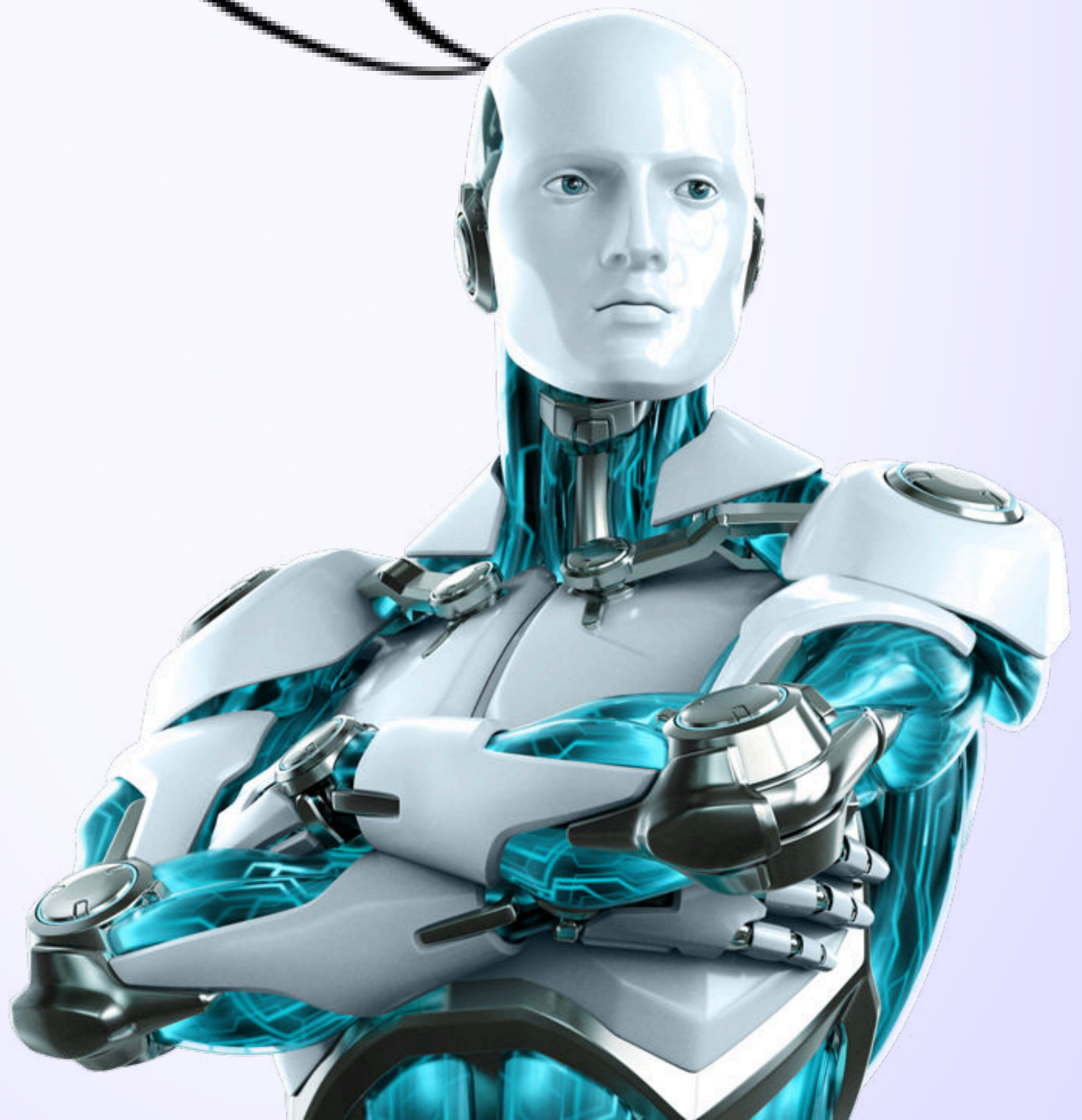
The AI has some final words...



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beep* *beep

I will be back.



I HAVE A GIFT FOR YOU

**Click on the link on the top of
my profile.**

**A ChatGPT guide.
It's free.**



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VOILÀ!

ChatGPT was no match versus the LinkedIn King itself.

But imagine if we could feed it with EVERY post from Justin...It will be back for another battle for sure.

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Sharing is caring. The best way to support content creators is by reposting their posts.

[+ Follow me](#)

Follow me to get the most out of AI, before it gets the most out of you.

