

3 AI Copy Fixes for Business Coaches

Attract More Clients & Boost Conversions
with AI-Powered Copywriting

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Fix #1: Stop Speaking Like a Coach—Start Speaking Like Your Clients

✘ Common Mistake: Many business coaches use industry jargon that their potential clients don't relate to. ✔ AI Fix: Use AI tools like ChatGPT to rephrase your messaging in a way that mirrors your audience's language.

◆ **Example:** Instead of saying: *“I help entrepreneurs scale and optimize their business systems for sustainable growth.”*

Say:

“I help business owners stop overworking and start making more money with a simple system.”

💡 **How to Do It:** Use AI to analyze your audience's language. Ask ChatGPT:

“Rewrite this sales page using the same language a struggling business owner would use.”

Fix #2: Make Your Call-to-Action (CTA) Specific & Actionable

✗ Common Mistake: Vague CTAs like “Book a Call” or “Learn More” don’t inspire action. ✓ AI Fix: Use AI to generate multiple variations of your CTA and test which one gets the best response.

◆ **Example:** Instead of:

“Schedule a discovery call.”

Say:

“DM me ‘Sales Page’ for a free AI-powered audit on your offer.”

💡 **How to Do It:** Use AI to generate 5 different CTAs, then test them in emails, social posts, and landing pages.

Fix #3: Use AI to Optimize Your Sales Page for More Conversions

✗ Common Mistake: Most coaches' sales pages are too long, too vague, or too focused on them instead of the client. ✓ AI Fix: Use AI-powered tools to refine your messaging, make it more concise, and ensure it's **client-focused**.

◆ **Example:** Instead of:

"I've spent 10 years coaching entrepreneurs to scale."

Say:

"If you're a business owner who wants to stop chasing leads and start getting inbound clients, I can help."

💡 **How to Do It:** Use ChatGPT to shorten, clarify, or reframe sections of your sales page. Try prompts like:

"Rewrite this sales page section to be more client-focused and conversion-driven."

Want More Personalized Help?

 DM me “AI Copy” and I’ll personally review one piece of your copy for free!

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