



Headlines & Hooks With ChatGPT Masterclass

Drop in the chat: Have you used ChatGPT to write headlines yet?

LOGISTICS



Lifetime Access To This Recording



Bonus Notion Templates Distributed Afterwards



Follow-Up Q&A YouTube Video

Sit back & enjoy!

WELCOME!

Headline Writing 101 (With ChatGPT)

The Psychology Of “Hooks” (With ChatGPT)

Advanced Copywriting Techniques

Open Q&A

YOUR INSTRUCTORS

🏆 6,500+ Students
Taught In Ship 30 for 30



Dickie Bush
CAPTAIN



Nicolas Cole
CAPTAIN

Headline Best Practices (With ChatGPT)

1. **The most-common myths** keeping you from writing irresistible headlines
2. **The 3 categories** of effective headlines
3. **The 5 fundamental pieces** of an “irresistible” headline
4. **ChatGPT tips** for rapid headline iteration

3 Common Headline Pushbacks (And Why They're Incorrect)

Let's talk about clickbait, headline length, and "but I shouldn't have to!"

Pushback #1: “But this is clickbait!”

**How To Make \$10,000 In The Next 2 Hours
Using Just Your 2 Index Fingers**

Drop in the chat: is this clickbait?

**It's only clickbait if
you make a promise
and don't deliver.**

Pushback #2: “But my headline will be too long!”

3 Quick Frameworks Beginner Writers Can Use To Generate Ideas (So They Never Stare At A Blank Page Again & Start Going Viral With Ease)

Drop in the chat: is this too long?

There's no such thing as headlines that are too long – as long as they are clear & relevant.

Pushback #3: “But I shouldn’t have to do this!”

“If you believe your product or service can fulfill a true need, it’s your moral obligation to sell it.” –
Zig Ziglar

Clever → CLEAR Rewrites

Clever



Prachi Nain · Feb 14 ★

How to lose time and money



Dan Pedersen in Personal Growth · Jan 29 ★

The Power Of Knowing The Odds

DAILY SHOUTS

SCENES FROM A HALF-
QUARANTINE

CLEAR

How To Lose Time And Money: A
30-Day Self-Care Calendar To
Reclaim Your Hobbies

The Power Of Knowing The Odds: 4
Keys To Buying Your First Stock

A Vaccinated Civilian's Guide To
Being Social (Again) Without
Feeling Guilty About It

The 3 Categories Of Effective Headlines:

- Headlines for **Reach**
- Headlines for **Resonance**
- Headlines for **Profit**

Headlines for Reach (Big 5)

- Self-help/personal dev
- Health/wellness
- Relationships
- Success
- Money

Inc.

NEWSLETTERS

INNOVATE

19 Tiny Habits That Lead to Huge Results

Success starts with the little things. 

Headlines for Resonance

- How To guides
- Step-By-Step walkthrough
- Industry-specific info/stats
- Trends/analysis

HOW TO START FREELANCE WRITING WITH NO EXPERIENCE AND GET PAID

THE DIGITAL WRITING COMPASS 



Headlines for Profit

- Help people make money
- Help people not lose money

 Thread 



Nicolas Cole   
@Nicolascole77 

5 steps to make your first \$1 million as a writer 

4:35 PM · Mar 4, 2022

 View Tweet analytics

Promote

115 Retweets 22 Quote Tweets 664 Likes

A recession is coming. Will you be ready? Inbox x



Dickie Bush and Nicolas Cole at Ship 30 for 30 <hello@ship30for30.com>
to Category ▾

**Your headline is
the promise to the
reader.**

**(So... what sort of relationship are you
promising?)**

The 5 Pieces Of An Irresistible Headline:

- HOW MANY
- THE WHO
- THE WHAT
- THE WHY
- TWIST THE KNIFE

HOW MANY

- 1 thing?
- 10 things?
- 100 things?



Ryan Holiday

Aug 31, 2022 · 15 min read · ✦ Member-only · [Listen](#)



12 Extraordinary Stoic Moments



THE WHO

Are these tips for
“managers?” Or tips for
“project managers?”

PROJECT MANAGEMENT · 10 MIN READ

48 Experts Share Their #1 Tip for New Project Managers

By [Ashley Coolman](#), November 9, 2021



THE WHAT

Tips, Stats, Steps, Lessons, Mistakes, Reasons, Templates, Examples, Stories, Case Studies, etc.

Inc.

NEWSLETTERS

STARTUP

4 First-Time Founder Mistakes to Avoid at All Costs Recently founded a startup or planning to soon? These are some of the most common founder mistakes to avoid, including how to avoid burnout. [🔗](#)

THE WHY

"Because...." why?

"To avoid..." what?

Name the (good/bad) outcome.

BrightWork

PRODUCTS

SERVICES

RESOURCES

FREE TEMPLATE



| [Career](#) | [PM Best Practices](#)

6 Things Project Managers Need to Do to Earn a Promotion

TWIST THE KNIFE

- Problems
- Benefits
- Outcomes



Yousuf Rafi

Aug 9, 2021 · 5 min read · ✨ Member-only · [Listen](#)



10 Freelancing Tips to Double Your Productivity And Triple Your Earnings

How to avoid burnout, make more in less time, and satisfy your clients?

ChatGPT Prompt

- HOW MANY
- THE WHO
- THE WHAT
- THE WHY
- TWIST THE KNIFE

Model: GPT-4



I am going to train you on a model for writing "Irresistible Headlines."

An "irresistible headline" has these 5 fundamental pieces. Beside each piece, I am going to give you some examples so you learn:

- How many (a number): 6 tips, 7 reasons, 11 mistakes, etc.
- The WHO (an audience): for project managers, for therapists, for founders, etc.
- The WHAT (a noun): tips, reasons, mistakes, lessons, examples, templates, case studies, etc.
- The WHY (a reason/outcome): to get promoted, to not lose your job, to buy your first house, etc.
- "Twist The Knife" (2-3 additional benefits/outcomes): to attract your first 5 high-ticket clients and move into your dream office

Do you understand the pieces of an "irresistible headline?"



Yes, I understand the pieces of an "irresistible headline." To summarize:

ChatGPT Headline Writing Machine

You can now use this prompt to train your “Digital Intern” to ideate headlines as well as you can.



Ok great, now I am going to give you:

- The topic
- And the target audience

And you will use this to write 10 irresistible headlines.

Got it?



Yes, I understand. Please provide me with the topic and the target audience, and I will create 10 irresistible headlines for you.



Topic = Ghostwriting

Audience = underpaid, burned out freelance writers who want to get started as a premium ghostwriter for startup founders



1. 7 Proven Ghostwriting Techniques for Underpaid Freelancers to Land High-Paying Startup Founder Clients
2. 9 Essential Steps for Burned-Out Freelance Writers to Break into the Lucrative World of Startup Ghostwriting
3. 11 Insider Secrets to Transforming Your Freelance Writing Career into a Profitable Ghostwriting Business for Startup Founders
4. 5 Must-Have Skills to Become a Sought-After Ghostwriter for Startup Founders and Finally Escape the Freelance Burnout
5. 8 Game-Changing Ghostwriting Tips to Skyrocket Your Freelance Income by Catering to Startup Founders
6. 6 Key Strategies for Burned-Out Freelancers to Win Over Startup Founders and Build a Thriving Ghostwriting Practice
7. 10 Unbeatable Ghostwriting Tactics to Attract High-Profile Startup Founders and Multiply Your Freelance Earnings
8. 12 Powerful Lessons for Freelance Writers to Successfully Transition into Ghostwriting for Top Startup Founders
9. 4 Expert Ghostwriting Hacks for Freelancers to Unlock High-Paying Startup Gigs and Revitalize Their Writing Careers
10. Discover the 7 Reasons Why Becoming a Ghostwriter for Startup Founders Can Save Your Freelance Writing Career from Burnout



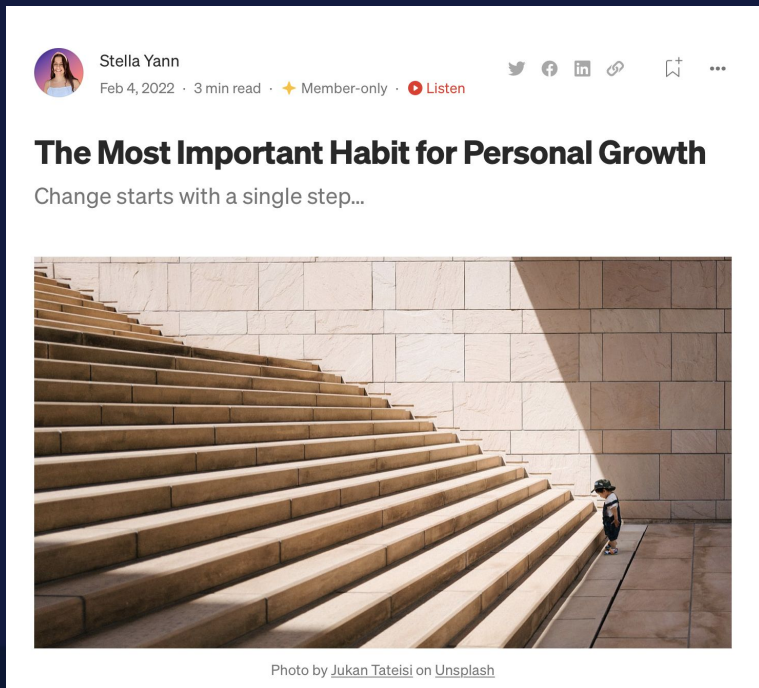
Please take The Headline Pledge:

“I promise to consider all 5 ‘irresistible’ pieces when I write my headlines.”

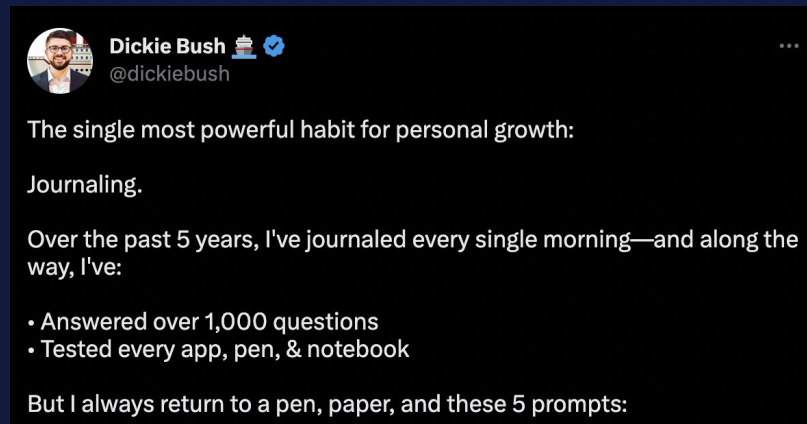
The Psychology Of “Hooks” (With ChatGPT)

1. **Headlines vs Hooks** and the differences between the two
2. **The 4 types of hooks** that always grab people's attention
3. **ChatGPT tips** for rapid “hook” generation

Headline (Title)



Hook (Movie Trailer)



A “Headline Hook” Is Headline (Main Title) + Hook (Subtitle)

11 Hiring Tips For First-Time Founders: *How To Recruit All-Stars, Avoid Lawsuits, And Build A Motivating Team Culture From Day 1*

**So... how do you
write *irresistible*
hooks?**

(For Twitter, LinkedIn, TikTok, etc.)

Nailing The “Lead-In”

Summarize the entire journey to come:

- What is this about?
- Who is this for?
- What will the reader “get” in exchange?
- What's the beginning / what's the end?
- What are you giving / saving the reader?
- What's the ***transformation***?

Pinned Tweet



Dickie Bush
@dickiebush

One of the most legendary marketers of all time: David Ogilvy

In 1982, David wrote an internal memo to the employees of his advertising agency titled "How to write."

And in just 10 bullets he put together a masterclass in effective writing.

Here's a breakdown of each one:



5:03 PM · Jun 1, 2021 · Hypefury

1,061 Retweets 77 Quote Tweets 5,127 Likes

Hook #1: How Things That Don't Go Together, Do

"If I read this, I'll have a proven framework for **duplicating** success."



Nathan Baugh 🌍 🟦 @nathanbaugh27 · Feb 28

Nike, Pokémon, and James Patterson have 1 thing in common:

A storytelling engine.

They produce hit after hit using the exact same narrative structure.

Here's step-by-step how you can create your own:



26



38



250



205.9K



[Show this thread](#)

ChatGPT Prompt

Model: GPT-4



I am going to train you to become a hook writing machine.



Here's the text of what is called a "Hook." And the type of "Hook" it is, is called "How Things That Don't Go Together, Do."

--

Nike, Pokémon, and James Patterson have 1 thing in common:

A storytelling engine.

They produce hit after hit using the exact same narrative structure.

Here's step-by-step how you can create your own:

--

I am going to give you an industry, and you are going to write 10 "How "Things That Don't Go Together, Do" hooks using elements from the above text.

The key to writing a great hook in this style though (keep this in mind) is the very last sentence. It needs to give the reader a reason to click and read more. How? By:

- Telling the reader very specifically what you're going to give them (like "an actionable step-by-step guide" or "a full-proof plan to...")
- Being very specific about the outcome. We want tangible, noun-oriented outcomes ("...to buy your first \$1 million house") not intangible adjective-oriented outcomes ("...to live happily ever after").
- Don't say "we." This is coming from an individual, so just speak directly to the reader.

Are you ready for me to give you the industry?

Output



1. Yoga, blueberries, and Tony Robbins share one powerful secret:
A science-backed wellness formula.
Discover the 5-step process to unlock your healthiest self and achieve peak performance.
2. Spin class, avocados, and Wim Hof's breathing techniques surprisingly intertwine:
A revolutionary wellness blueprint.
Learn the 3 core principles to transform your body and mind for optimal health.
3. Green smoothies, HIIT workouts, and Deepak Chopra have a hidden connection:
A holistic approach to health and well-being.
Follow this detailed 7-day plan to revitalize your life and enhance your wellness journey.
4. Pilates, almonds, and Tim Ferriss are linked by an unexpected thread:
A cutting-edge strategy for total well-being.
Uncover the 6 essential components to design your own personalized wellness routine.
5. Meditation, acai bowls, and Oprah Winfrey have an unusual synergy:
A powerful mental and physical wellness combination.
Master these 4 proven techniques to boost your energy and achieve a balanced life.
6. Mindfulness, kale salads, and Dr. Mark Hyman are united by a surprising element:
A transformative wellness method.
Dive into the 8 essential steps to create lasting change and elevate your health game.
7. Tai Chi, chia seeds, and Dr. Andrew Weil share an unexpected commonality:
A comprehensive wellness strategy.
Access this all-inclusive guide to build your own unique path to health and vitality.

Hook #2: The Untold Story Of Unconventional Success

"If I read this, I'll know something other people don't."



ChatGPT Prompt

Model: GPT-4



I am going to train you to become a hook writing machine.

Here's the text of what is called a "Hook." And the type of "Hook" it is, is called "The Untold Story Of Unconventional Success."

--

We did \$1.1 million in sales in 2 days.

Ya know those probiotics we all take?

In 2014, we became the biggest seller in the USA, using a little-known category secret.

Here's the story

--

I am going to give you an industry, and you are going to write 10 "The Untold Story Of Unconventional Success" hooks using elements from the above text.

Are you ready for me to give you the industry?



Yes, I'm ready! Please provide me with the industry, and I'll write 10 "The Untold Story Of Unconventional Success" hooks for that industry.

Output



1. We generated 10 million views in 48 hours.

Ever heard of those viral YouTube ads?

In 2019, we became the top ad creators, using a sneaky psychological trick.

Here's the story.

2. Our ad campaign boosted sales by 300% in just one week.

Curious about those irresistible YouTube ads?

In 2020, we cracked the code to viewer engagement, using a hidden formula.

Discover the journey.

3. We turned a \$10,000 budget into \$250,000 of revenue in 30 days.

You know those YouTube ads that captivate your attention?

In 2018, we mastered the art of conversion, using a little-known targeting strategy.

Let us share the tale.

4. Our video ad reached 50 million people in under a month.

Ever wondered about the secret behind viral YouTube ads?

In 2021, we became the go-to ad agency, using an unconventional storytelling method.

Here's the scoop.

Hook #3: “I Did The Hard Work—So You Don’t Have To”

“If I read this, I won’t have to spend all those hours like he/she did.”



Dickie Bush 🍰🔒
@dickiebush

The KING of YouTube:

Mr. Beast.

Over the last 12 months, he's gained over 50,000,000 subscribers.

So I binge watched 100 hours of his videos to study how he's done it so quickly.

And here's his 3-part framework for rapid growth (that you can use on any platform):



ChatGPT Prompt



I am going to train you to become a hook writing machine.

Here's the text of what is called a "Hook." And the type of "Hook" it is, is called "I Did The Hard Work—So You Don't Have To"

--

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Over the last 12 months, he's gained over 50,000,000 subscribers.

So I binge watched 100 hours of his videos to study how he's done it so quickly.

And here's his 3-part framework for rapid growth (that you can use on any platform):

--

I am going to give you an industry, and you are going to write 10 "I Did The Hard Work—So You Don't Have To" hooks using elements from the above text.

The key to writing a great hook in this style though (keep this in mind) is the very last sentence. It needs to give the reader a reason to click and read more. How? By:

- Telling the reader very specifically what you're going to give them (like "an actionable step-by-step guide" or "a full-proof plan to...")
- Being very specific about the outcome. We want tangible, noun-oriented outcomes ("...to buy your first \$1 million house") not intangible adjective-oriented outcomes ("...to live happily ever after").
- Don't say "we." This is coming from an individual, so just speak directly to the reader.

Are you ready for me to give you the industry?

Output



1. The QUEEN of fitness transformations:

Jillian Michaels.

In just 12 months, she's helped over 10,000 people lose a combined total of 100,000 pounds.

So I endured her toughest 90-day workout program to learn her secrets.

And here's a 5-step method to shed fat like crazy (that anyone can follow):

--

2. The fitness guru with a million-dollar physique:

Jeff Cavaliere.

His Athlean-X program has changed the lives of countless athletes and fitness enthusiasts.

So I spent 200 hours analyzing his training techniques and nutrition tips.

And now, I'm giving you a 4-week blueprint to build muscle and strength faster than ever:

--

3. The FASTEST marathon runner in the world:

Eliud Kipchoge.

He broke the 2-hour marathon barrier, a feat once thought impossible.

Hook #4: “I Spent The Money—So You Don’t Have To!”

“If I read this, I’ll get the same takeaways—for free!”



Cole Gordon ✓
@realcolegordon



I paid [@patrickbetdavid](#) 200k to consult me on my plan to create a billion dollar company.

Here's 7 takeaways I learned:

9:00 PM · Feb 26, 2023 · **553.1K** Views

330 Retweets **13** Quote Tweets **2,413** Likes

ChatGPT Prompt

Model: GPT-4



I am going to train you to become a hook writing machine.



Here's the text of what is called a "Hook." And the type of "Hook" it is, is called "I Spent The Money—So You Don't Have To"

--

I paid Patrick Bet-David \$200k to consult me on my plan to create a billion dollar company.

Here's 7 takeaways I learned:

--

I am going to give you an industry, and you are going to write 10 "I Spent The Money—So You Don't Have To" hooks using elements from the above text.

The key to writing a great hook in this style though (keep this in mind) is the very last sentence. It needs to give the reader a reason to click and read more. How? By:

- Telling the reader very specifically what you're going to give them (like "an actionable step-by-step guide" or "a full-proof plan to...")
- Being very specific about the outcome. We want tangible, noun-oriented outcomes ("...to buy your first \$1 million house") not intangible adjective-oriented outcomes ("...to live happily ever after").
- Don't say "we." This is coming from an individual, so just speak directly to the reader.

Are you ready for me to give you the industry?

Output



1. I invested \$50k in a private mentorship with the world's leading freelance writing expert. Here are 5 game-changing strategies I learned to land consistent, high-paying clients.
2. I spent \$30k attending the ultimate freelance writing workshop. Discover the 3 crucial techniques I learned to boost your income and secure long-term projects.
3. I paid \$10k for a course on mastering freelance writing pitches. Uncover the 4 essential elements of a winning pitch that landed me five-figure contracts.
4. I hired a \$15k professional editor to polish my freelance writing. Learn the top 6 secrets they shared to elevate your writing and impress even the most discerning clients.
5. I poured \$20k into an exclusive copywriting retreat. Here's my step-by-step guide to crafting compelling content that'll have clients begging to work with you.
6. I spent \$25k on a year-long coaching program with a freelance writing guru. Find out the 7 critical habits I adopted to double my income and secure repeat business.
7. I invested \$12k in a comprehensive content marketing course. Explore the 5 key strategies I learned to increase my visibility, gain credibility, and attract top-tier clients.
8. I paid \$8k for a membership to an elite freelance writers' community. Get my insider's guide to the networking secrets that connected me with high-profile clients and lucrative opportunities.
9. I spent \$18k on advanced SEO training for freelance writers. Master the 4 core principles I learned to optimize your content, drive traffic, and skyrocket your value to clients.
10. I dropped \$40k on a productivity and time management bootcamp for freelance writers. Discover the 3 life-changing techniques I mastered to maximize my output, multiply my income, and achieve work-life balance.

Drop in the chat:

Which of these 4 “hooks” are you most excited to train ChatGPT on how to write?

- **#1: How Things That Don't Go Together, Do**
- **#2: The Untold Story Of Unconventional Success**
- **#3: I Did The Hard Work—So You Don't Have To**
- **#4: I Spent The Money—So You Don't Have To**

Advanced Copywriting Techniques

1. **Your irresistible headline** writing checklist
2. **5 advanced copywriting techniques** every writer should have in their toolkit
3. **ChatGPT prompt writing** crash course

YOUR IRRESISTIBLE HEADLINE CHECKLIST

HOW MANY

THE WHO

THE WHAT

THE WHY

TWIST THE KNIFE

Copywriting isn't about “writing.”

It's about *psychology*.

Advanced Tip #1: The “Whisper” Technique

You can whisper: credibility, additional problems, additional benefits, additional outcomes.



Nicolas Cole

Mar 1, 2022 · 4 min read · ✦ Member-only · [Listen](#)



19 Small But Powerful Writing Tips (That Will Immediately 10x Your Quality)



Nicolas Cole

Aug 18, 2020 · 6 min read · ✦ Member-only · [Listen](#)



8 Really Bad Habits (We All Do) That Drain Our Focus

INNOVATE

The Real Reason Baby Boomers And Millennials Don't See Eye To Eye (Written By A Millennial) Parent and child. [🔗](#)

Advanced Tip #2: Tangible vs Intangible

You always want tangible Problems, Benefits, or Outcomes—more than intangible.

Steal My Blueprint to Land \$2,000/Month of Freelance Work in 7 Days

Pssst yes, you can do this



John Morris

Nov 18, 2015 · 10 min read · [Listen](#)



How to make more money on Upwork

Intangible

- "Make more money."
- "Fall in love."
- "Have a fulfilling career."
- "Get into real estate."
- "Become a pro email marketer."

Tangible

- "Make \$2,000."
- "Fall in love in your early 20s—and reduce your risk of getting divorced."
- "Have a career you are proud to talk about around the dinner table."
- "Buy your first single-family rental property."
- "Increase the open rate of your emails by 78%"

Advanced Tip #3: Email Subject Lines & Hooks

Write your long-form headline first. Divide it in half: main headline, subject hook.

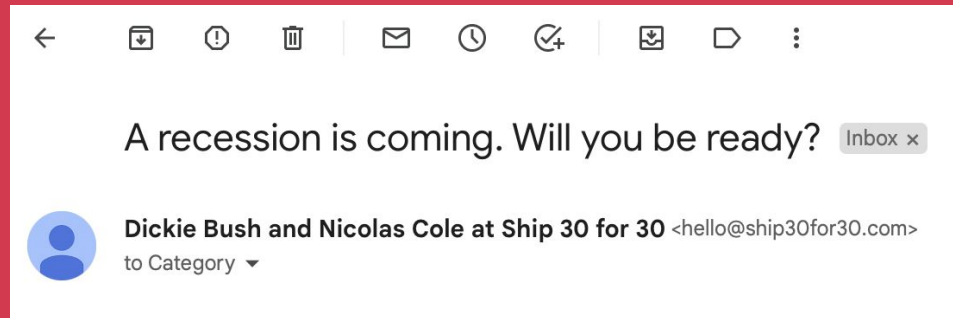
11 Tips For Digital Writers Who Want To Improve Their Formatting Techniques On Twitter (Without Copy/Pasting Saturated Hooks)



11 Formatting Tips For Digital Writers: Techniques On Twitter (Without Copy/Pasting Saturated Hooks)

Advanced Tip #4: Leverage Trending Events

Ideally events about to increase, or about to decrease people's financial lives.



Advanced Tip #5: Go AGAINST What Is Trending

Take the topic “everyone” is talking about, and say the opposite.



Nitin Sharma

Mar 2 · 10 min read · ✨ Member-only · 🎧 Listen



Forget ChatGPT, Here Are 9 AI Tools That Will Blow Your Mind As a Creator

I bet that 99.99% of you don't know about most of these tools.

Open Q&A



What questions do you have about:

- **The Future Of Digital Writing & AI**
- **ChatGPT Crash Course**
- **How to use the Lean Writing framework with ChatGPT**

Ready to put these frameworks into action?

Join our April 2nd Ship 30 for 30 cohort for **\$150 off** using the coupon code **CHATGPT**.