

AI for Copy Tests and Variants

Learning objective: You'll position AI as a strategic copy accelerator at the decision-maker level, write precise briefs for headlines, CTAs, and product descriptions, evaluate variants using objective criteria, and connect AI output to validated A/B tests.

Key Takeaways

- AI speeds up the generation of copy variants, but it doesn't replace strategy or review.
- A precise brief covering audience, context, promise, and constraints does half the work for you.
- The scoring framework makes variant selection objective and scalable.
- Only A/B tests or user feedback prove which variant actually works.
- AI generates volume; humans filter and validate.
- A strategic brief needs a target audience, context, a promise, and constraints.
- The evaluation framework keeps you from settling for generic output or personal taste.

Framework steps

1. **Forty AI Variants**
2. **Seven Candidates**
3. **Four Test Variants**
4. **Identify Use Cases**
5. **Write the Brief**
6. **Evaluate Variants**
7. **Derive Tests**

Key points at a glance

RELEVANCE

What Does This Mean for Your Shop?

Shop owners need to test faster without sacrificing quality.

CONCEPT

AI Is an Accelerator, Not a Strategy Substitute

AI reproduces language patterns from training data. It doesn't understand brand strategy.

Headlines and hero copy: rapid exploration of promises and angles.

Audience: Who is being addressed - with what problem and what motivation?

CONCEPT

From bulk output to a test shortlist

AI delivers 20 to 40 variants - the human team filters down to 5 to 7 candidates.

CONCEPT

The evaluation rubric for AI copy

Brand fit: Does the variant match your voice and positioning?

How to use this job aid: Use it as a quick reference before you tackle a campaign, an audit, or a strategy decision. The takeaways and the decision matrix help you focus quickly and avoid common mistakes.